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DIGITAL SKILLS AND RESEARCH METHODS(BMSW4003)

SAQIB SHAMIM

JUST EAT

GROUP PRESENTATION

BACKGROUND

Presentation Objectives

How it started

Funding

Global reach

Growth

Future



How it started

First launched in Denmark in 2001

Company moved HQ to London in 2008

Has since opened branches in 13 countries including Spain, Italy, Canada, Belgium and India

Just eat has partnered with over 11,000 restaurants in the UK

Funding

Just eat has raised a total of
\$104.9 million over 4 rounds



Global reach

Just eat is currently operating in 24 countries including the United states

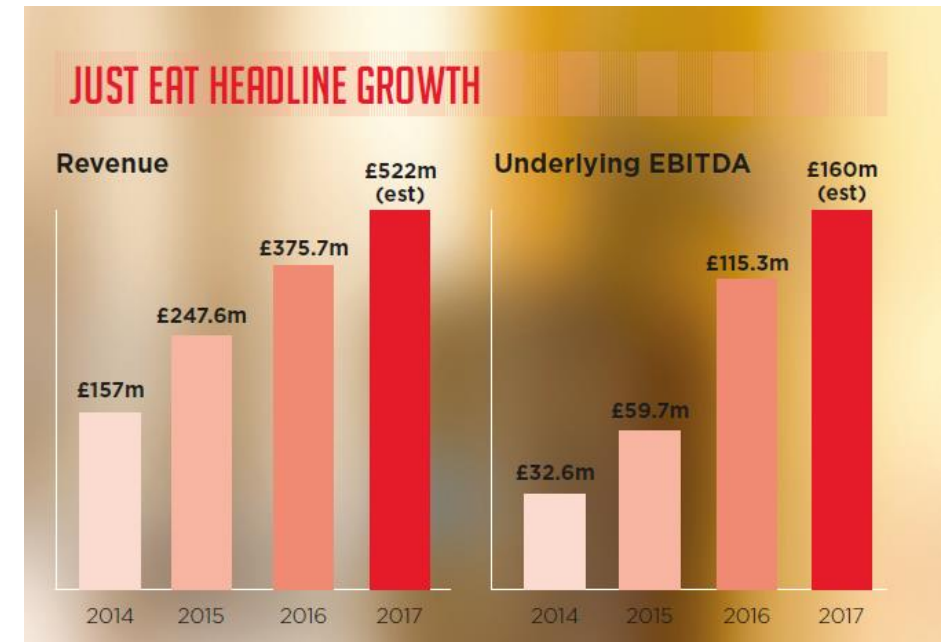


Growth

The group was formed by a £6bn merger

2020 sales soared 54% taking 588m orders in 2020

The company's total orders increased 37% in second quarter and 47% of those orders came from outside the U.S.



Future

The group is expected to win more business in the UK, its biggest market

Growth has been helped by an exclusive partnership with Greggs

Currently in the process of buying US based Grubhub to form the worlds largest takeaway delivery firm



The home of fresh baking®





**DID
SOMEBODY
SAY**

The challenges before the introduction of modern technology

JUST EAT

**JUST
EAT**

Just Eat leading the way in technology and innovation

Bringing connectivity and more power to the fingers of customers is the cornerstone of many modern markets, none more so than the food technology industry.

In the UK, six out of 10 takeaways are ordered over the phone. This is where Just Eat comes in. Just Eat is the world's leading online and mobile takeaway ordering service. The company listed on the London stock exchange in 2014 and now operates in 12 markets across the world.

The UK subsidiary, Just Eat UK, was officially launched in 2006 and now offers over 27,000 restaurants to people across the country.

As of 2015, the company had 13.4m active users and processed 96.2m orders, generating a revenue of £247.6m. Needless to say, Just Eat is leading the way in online food delivery. But where can the company go from here? In June this year, the company announced an industry first group ordering experience on Apple TV as well as its first smart TV app which will launch initially with Amazon Fire TV

Smarter ways to order

With smart technology such as mobile, tablet and now even smart TV apps becoming more and more the norm in the modern world, Fernando Fanton, Chief Product & Technology Officer at Just Eat admits that the company is always challenging itself to “push technology boundaries.

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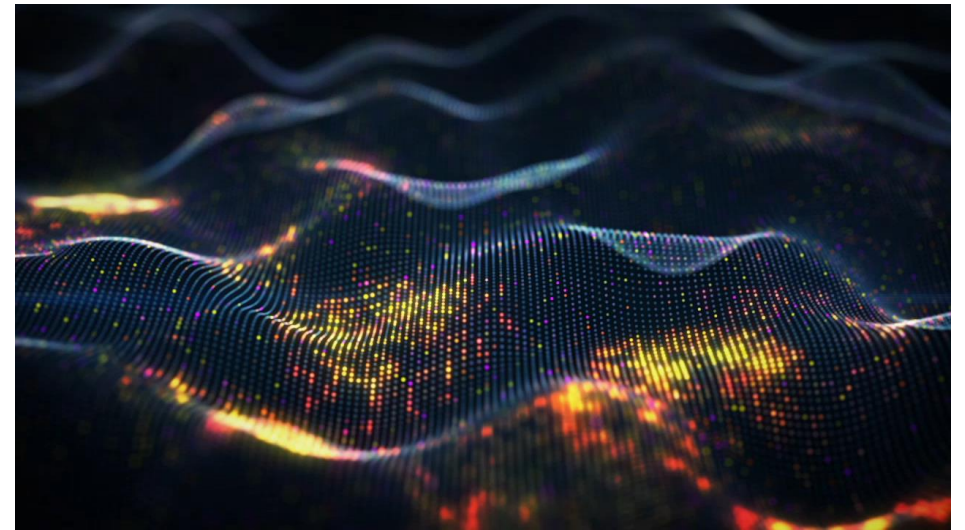
Next order of business...

Looking ahead, the company has plenty of developments under its belt such as NLP (natural language processing) which will allow the app to take feedback from customers and use it to create more effective search engine, tailored to the customer's specific needs – all in real time.



Digital skills

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JUST EAT THE PLATFORM OF THIS
CENTURY

MODERNIZATION OF TECHNOLOGY AND ITS ADVANTAGES BUT ALSO ITS DISADVANTAGES:

ADVANTAGES:

- 1) Quick ordering of food
- 2) The comfort of not moving around the house
- 3) Fast payment by card
- 4) Choosing the online menu

DISADVANTAGES:

- 1) Expensive Food
- 2) Data Exposure and the risk of hacking
- 3) You don't know exactly what you're eating
- 4) The comfort of ordering everything online: risk of obesity in the absence of movement

The challenge before the introduction of modern technology :before you could not write online ,everything was in writing and with travel in that place ,but now you have the following benefits Among many others:

Adopting new
technology for
technology'sake

Proper
implementation
and incorporation
of new technology

Not getting
everyone on
board the new
technology

Monitoring your
data and progress

The challenges of
regulations

Comments the challenges and get good decision whit the new technology for you business:

- 1) Look carefully to choose the right technology for your business to save time and money.
- 2) Take advantages of new technologies to give yourself time and effort.
- 3) You would choose the company staff with the appropriate knowledge to easily handle the new technology to advance the business.
- 4) With the data you can control the advancement of the company, the data of the personnel and you can express and control the functionality of the company.
- 5) With the help of new technology processes, you can personally control the data and have the freedom in certain cases to display the data or not.

This technology's summary of JUST EAT uses the following skills in the workplace, general materials:

- -DIGITAL LITERACY,
- -COULD STORAGE TO RECEIVE AND SEND COMMANDS,
- -DATA COLLECTION_VLE GRAPHICS,
- -DATA VIZUALIZATION,-DATA PROTECTION ACT



Lessons that can
drawn from the
case study

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- Anamaria Olaru
 - 2027949

The annual revenue of Just Eat

Just Eat amounted to two billion euros in 2020.

(Talk Finance-2021)

United Kingdom represented the largest share of orders with 179 millions orders placed in 2020.

(HOSPITALITY & CATERING NEWS – 2021)

The company is going well despite the circumstances.

The Platform

We are Providing 200 million incredible food moments for 25 million active customers every year .

(Just Eat- 2020)

With Big Query, Just Eat now has the ability to view and understand its various data streams on a single platform. Working closely with Net premacy, the company has integrated this with existing event-driven architecture.

Just Eat scales data analytics capabilities and personalizes offerings with Google Cloud, while enabling teams to work together in real time wherever they are with G Suite and Google Meet.

(Google Cloud-2021)

“Big Query is at the core of everything we do with data,” says Richard. “With six technology platforms around the world, connecting the data side of things into all those different event streams means that we can query everything as a single unit, faster and more efficiently. That’s very powerful for us.”

(Richard Haigh, CTO, Just Eat-2021)

Even during lockdown, the business has continued to grow, merging with Takeaway.com in 2020, with the combined Just Eat Takeaway.com group now operating in 24 countries across three continents.

Just Eat Ordering Process

This is what happens when you place an order:

An order comes to the tablet which you have to confirm

You can cancel the order if you want to

The system says “Do not make it until we allocate a driver”

[You Wait]

A driver is allocated

You make the food

You click “Food Ready”

The driver comes in, picks up the food and deliver to the customer

Just Eat orders

Year	Orders
2011	14 million
2012	25 million
2013	40 million
2014	61 million
2015	96 million
2016	136 million
2017	172 million
2018	221 million
2019	286 million
2020	588 million

(Just Eat
Revenue
and Usage
Statistics)-
2021

The last evaluation of Just Eat
was in 2019 and was worth
5,9 billions
Said (*"The Guardian"*-2021)



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