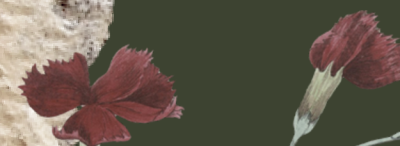




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# GıdaExpress: Grocery Delivery in Turkey





# *Introduction*

**In GidaExpress a relatively new service provider in the Turkish grocery delivery market experienced conditions that were already crowded by traditional grocery stores and large chains. The case outlines the strategic and operational choices that defined GidaExpress in this evocative industry obtaining customer trends, distribution and market invasion tactics.**

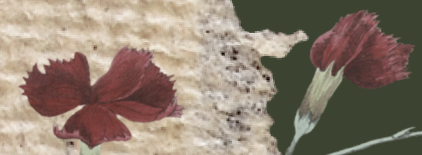




# Delivery Service

Accordingly, the grocery delivery market in Turkey is characterized by vast potential for growth due to factors such as escalating rates of urbanization, the young population, and growing Internet usage.

But it also brings issues like, the cost, managing the operations, and the Chinese people's tendency to prefer going to stores.





# *Technology Integration*

To operate efficiently in this highly competitive market GidaExpress focused on developing easy to use mobile application and conduct data analysis to evaluate the best routes for delivering as well as for tailoring capabilities to its customers.





# Conclusion

The GidaExpress case clearly indicates that it is possible to adopt both technology-enabled solutions and customer oriented strategies together with operation excellence in a competitive environment. Thus, the company could have proved its ability stepping by step to counter these issues.





# Resource

**This case is just a sample partail case solution. Please place the order on the website to order your own orignally done case solution.**

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