

A Study on Impact of Online Food delivery App on Restaurant Business Special Reference to Zomato and Swiggy

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Abstract: *The recent development of the net has boosted the extension of on-line food services by facultative individuals to go looking, compare costs and handily access these services. on-line ordering has been a growing as a requirement have factor for the eating place business. on-line ordering has taken the food business by a storm. Technology puts a buried impact on the business industry, technology has changed the entire frame of restaurant industry, and it will continue doing a great job. A technically developed online food ordering system has changed the restaurant's culture drastically and gives a new amazing comfort zone to the people across the globe. The main objective of this research to study the impact of zomato and swiggy on restaurant business.*

Keywords: Swiggy