

COFFEE WITH MR. RISHABH JIVAN AND MR. VISHAL VAZANDAR



Food for delivery has never been simpler. Online food delivery in India is becoming the most favoured option for people with hectic schedules. One can order food online free of the hassles of roaming high traffic shopping areas and annoying crowds. Online food ordering is a great way to save you time and the disappointment of a mediocre dine-in restaurant.

This is where Yiamee comes in. At Yiamee Online Food Delivery you can browse all the restaurants that cater to their distinguished tastes and preference. You can also have the choice to book restaurants online depending on your hunger cravings. You can also view restaurant menus online and to ensure dinner is always ready, order food online.

We interview the energetic duo Mr. Rishabh Jivan and Mr. Vishal Vazandar. Apart from Yiamee both of them are involved in other businesses too.

Mr. Rishabh Jivan has his own web development business called Consines Technologies.

Mr. Vishal Vazandar runs his own restaurant, and is into Real Estate. He also has a Swimming pool installation and Landscape designing company called Aqualeisure.

1. Please tell us a little about the journey of Yiamee Online Food Services. How did it all get started?

Rishabh's colleagues from university came up with the idea of starting an online food ordering site in Europe, that would also be global, and they approached Rishabh for development. We both saw the potential that this would have in India and decided to partner with them for promoting Yiamee in the Indian market.

2. How did you finance your business and what was the process like?

Currently, it is self-financed. We went about deciding on a budget that we would need and we have set aside personal funds for the initial phase of the project.

3. What were the biggest challenges that came your way while starting up?

Getting the right people on board has been the toughest challenge for us; a start-up requires highly motivated people who see the value of being part of a relatively unknown business model which in today's world of minimum MBA's with MNC dreams is rare to find.

4. What was your strategy behind first launching Yiamee.com in Greece and then in India?

This was not really a planned sequence of events, that we would launch first in Greece and then in India. Our partners in Greece had come up with the concept and were ready to roll out in Athens first. It took us a little longer to launch in Bangalore

5. What is your expectation from the Indian market?

There is a huge potential in India in the online food services market and we have a big and growing population of people who want quality and variety and most importantly, are tech savvy. Internet penetration in India is phenomenal and apart from desktop access, there is an ever growing market for smartphones. We foresee more people going online to learn about and try out new restaurants and new cuisines and slowly phase out the old method of phone ordering.

6. Where do you see yourself 5 years from now?

We plan to expand Yiamee India to other cities in India and our goal is to make Yiamee the first thing that comes to mind when someone thinks about food. We want to be the leader in the food delivery market both in terms of market share and in terms of innovations. As for Yiamee's global presence, the plan is to find partners in other countries, to promote Yiamee as a global brand.

7. Please give a brief overview of the online food ordering market.

The food industry in general is an evergreen industry. People always need food, no matter what. Bangalore, especially, has a large population of youngsters who are busy in their studies or careers and prefer to eat out or order for home delivery often. There are 1000s of restaurants in Bangalore catering to the needs

of different people. The majority of customers still order over the phone and we hope to make the online experience much better, hence encouraging more people to switch to online ordering.

8. Is this your first business? If not, what are the other businesses you are involved in?

We are both involved in other businesses. Rishabh has his own web development business called Consines Technologies. Vishal runs his own restaurant, is into Real Estate and also has a Swimming pool installation and Landscape designing company called Aqualeisure.

9. What would you say are the top three skills needed to be a successful entrepreneur?

- Networking - Associate with the right people and organisations, who would be key to your success
- Ability to recognise one's weaknesses and to employ the right people or to employ people better than you, who can also compliment your weaknesses.
- Have an overall vision, be goal oriented and remain determined towards the goals that you set.

10. What is the best way to achieve long term success?

Have long term goals. Plan ahead. Always think of what you could do next. Even as success may come or people may shower praise, always try to find out where you could improve and what you could add to make your business even better.

11. How do you build a successful customer base?

A successful customer base is developed over a period of time; it is built by delivering to your customers time and again and giving them a great experience. Another

important point to note is that in a business, you have to give the customer what they want, not what you think they need. Therefore, listening to customer feedback and constantly engaging with customers is very crucial to the success of a business. This is Yiamee's goal.

12. What is an average workday like for you?

Our days are quite unpredictable. The morning usually starts off with a check on the sales operations from the previous working day. We get a briefing from our sales team on the current status and we plan the day ahead. We also check on the call centre summary for the previous day and if there is anything we need to address.

We often have meetings lined up during the day, both with restaurants and with providers of other services, like marketing, content writers, material suppliers.

It is also important for us to keep checking in on Facebook and Twitter updates and on our website

statistics and analytics. We can then figure out whether to take any action regarding advertising.

Rishabh usually spends a few hours in the evenings working on the web application code in terms of new feature enhancements or bug repairs.

13. What are your hobbies? What do you do in your non-work time?

We both love hitting a gym and playing tennis. We also take time to socialise and go out with friends. We love eating out and watching movies.

14. What piece of advice would you like to give to our budding entrepreneurs?

Do something that interests you; only then will you put in your best efforts and improve your chances of success. And remember there is no real formula for success. Domain knowledge is also important and like was mentioned in a previous question, if you don't have sufficient domain knowledge, go and find a partner who does and who equally believes in your idea. Finally, follow your dreams.