

Introduction

Meituan is an online platform that connects people who need help with errands with others who are happy to offer obligations for an agreed fee (runners). Meituan is an enterprise perfectly suited to the challenging times we live in. People are more aware than ever that their time is more valuable, and more errand services offer an interesting proposition (Summer, 2019). Increasingly, millennials are looking to this style of online platform to generate income, with millennials making up the majority of registered "runners" on rival platforms. This suggests that this business style has a viable future (Jain, 2020).

Sensing and Seizing : Identifying the opportunity

At present there are more people, people spend part of their time on work and little time on daily life, such as buying daily necessities or food, Posting things, doing housework or assembling furniture or other tasks. According to (Rogovsky, 2021), lazy practitioners are essential when people mediate the development of the word.

During the Covid 19 lockdown, more and more people had to stay at home, so the founding team came up with an idea to help people complete their daily needs for a small fee.

Helping local communities

It would increase the rate of jobs. Anyone, regardless of age or occupation, can easily register as a rider on Meituan. The COVID-19 pandemic has impacted a wide range of companies in the UK, from retail to food processing plants. However, as more customers stay at home or indoors as part of a business continuity strategy due to worries about the coronavirus, sales of delivery services have increased. As a result, as the market for services increases, so does the demand for delivery riders. This is due to the fact that people who work from home have a greater demand for delivery services. People nowadays prefer to avoid more human-to-human interaction. As a result, using distribution services is the easiest way to prevent interactions. Riders may register at Meituan if they are able and have lost their jobs during the covid-19 era. They will be able to raise some money from commission payments for delivery services as a result of this. Not only that, but students of any age may register as long as they are of legal age. This could result in a major increase in jobs as more people earn money as Meituan riders. This will help the local community. Many that have lost

their jobs often do not have to think about feeding their families. Meituan provides job opportunities for unemployed people, students, and people working in the hospitality industry. As a result, local communities' employment rates could improve during this difficult period.

Not only does this improve jobs in the city, but it also helps less able users to obtain assistance in safely completing their daily tasks, thanks to the platform's safeguards. Many who work full-time and have a family, for example, may not have time to cook or shop for necessities. And single moms who have to home-school their children must constantly supervise them, leaving them with little time to shop for necessities outside the house. Students juggling online classes and tests, as well as disabled people who may respond to others, will rely on Meituan for their everyday needs. Errand runners will be linked to them as long as they order from our app or website. They will get what they need in a reasonable amount of time and effort. All they have to do now is sit at home and wait for delivery services to arrive. The products shipped can be safe and clean thanks to Meituan's precautions. It is also easier for these less able users since there are less human encounters between runners and customers. As a result, Meituan enables less capable users to receive assistance in completing their everyday tasks in a secure and efficient manner.

Furthermore, Meituan is a safe platform that verifies the identity of errand runners, increasing user confidence and creating a bonding atmosphere within local communities. There have been incidents of delivery drivers attacking or stealing from customers. To ensure that this form of crime does not occur to its clients, the company has implemented a number of measures. The Meituan platform allows errand runners to show evidence of no illegal behavior in the previous two years and to complete moral checks. Meituan would not pick candidates with a criminal background as riders. As a result, users' confidence in the system grows, especially among the elderly and single women who live alone. The trust between users and runners can also create a bonding atmosphere within local communities. In a small city, there might be just a few runners in charge of a specific field. Users and runners will get to know each other better over time. They could even become friends as a result of their mutual confidence. As a result, a bonding atmosphere is developed within local communities.

Last but not least, contactless payments are more convenient and quicker. Meituan would no longer need customers to sign on our equipment as evidence of delivery in order to reduce physical interaction with our riders and their equipment. Instead, with the customer's approval, our riders will sign on behalf of the client in front of them. The key goal of the new approach is to provide critical services in a safe and secure manner. What customers (and agents, for businesses) care most about is what happens when the delivery reaches the customer. By communicating the health and safety measures they have taken throughout the shopping experience, companies can calm these concerns. For most customers, contactless delivery means that the driver can place delivery orders at the door. It should be designated as a delivery option at checkout. Otherwise, customers may abandon their orders or make your call center worry about the safety of delivery. In contactless delivery, the face-to-face communication between the customer and the delivery driver should be replaced with digital communication. On a regular basis, it involves disinfecting offices/buildings, equipment, stores, personnel, packaged goods, and distribution partners. It's also known as "zero contact delivery" or "no touch delivery." Contactless delivery is an innovative way of delivering goods to the customer's desired location. However, since this method avoids direct delivery to the customer, a minimum of 6 feet of space must be preserved. Following this new normal, Meituan can send orders without knocking to the customer's door or anywhere else they specify. Customers may pick their desired delivery area and time, and the delivery supervisor will contact them via SMS, phone, or email once their orders have been collected. Finally, payments can be made via websites or third-party apps to allow contactless delivery. Service providers can ensure that their customers enjoy safe and convenient services by ensuring contactless and non-cash distribution systems. This helps to keep interpersonal interaction to a minimum.

Start up and networks

Meituan will be a startup, the founding members will be part of the team, and each member of the team will bring certain skills to the startup, so tasks will be assigned

according to each person's abilities, and people will have to go online to find more resources to ensure success.

Figure 2 : Networks

Funding

According to Altynpara(2021), in order to create an application of moderate complexity, it takes at least \$70,000, which includes software development costs, design, intellectual property, and other costs necessary to start a business. To raise the initial capital, Meituan crowdfunded, offering shares in return.

Entry mode and expansion

Business models change according to the local needs, environment and consumer behavior of the target market. Understanding a new market is crucial to success, so some shifts take place. For example, the language on the platform and taking into account local laws, regulations and culture, thus allowing the restriction and promotion of content suitable for the market. In order to enter the market, it is necessary to understand the living habits and living needs of local people and better integrate into the local environment so as to gain more consumers. Different places have different service concepts.

Main competitors

The food delivery market has grown significantly over the last five years. Food distribution has grown from food delivery to everything, thanks to platform-to-consumer platforms like DoorDash and Uber Eats, which have added billions of dollars in potential revenue. The network impact of increasing delivery riders, combined with route optimization technology, speeds up and lowers the cost of delivery. This has a flywheel impact for many food delivery companies, as they fight for market share by weakening competition for razors' thin profit margins. COVID-19 has accelerated the industry's growth in recent years, as millions of people in lockdown are buying food for the first time online. Within the third week of lock-in, Instacart, a grocery delivery service, said it had reached its 2022 goal. The errands industry has expanded rapidly as a result of the pandemic, resulting in increased competition.

TaskRabbit is the most prominent rival, offering a diverse range of services such as contactless services, delivery services, furniture assembling, moving, garden cleaning, sanitizing, and so on, attracting a larger number of customers (T. et al., 2019). TaskRabbit is a U.S.-based online and mobile marketplace that links freelancers with local jobs and enables customers to find immediate assistance with everyday tasks such as cleaning, managing, shipping, and handyman work (T. et al., 2019). Leah Busque founded the company in 2008. The organization has so far raised \$37.7 million in funding and now has thousands of vetted background check "Taskers" who can assist customers in a variety of ways. When Basque didn't have time to go out and buy dog food, he created TaskRabbit. TaskRabbit was established in London five years ago with the goal of "neighbors helping neighbors." Since then, it has mostly been a London-only app. It only began operating outside of London earlier this year, when it extended to Birmingham, Bristol, and Manchester. The average hourly pay of a "tasker" is £24, according to TaskRabbit. Over the age of 25, this is almost three times the average minimum wage (£7.83). In other words, London is a more expensive area, and it will be important to see if average wages in less expensive (and poorer) markets like Liverpool and Warrington remain the same. It's also worth noting that, like Deliveroo riders and Uber drivers, TaskRabbit's Taskers are considered self-employed contractors and thus do not have access to benefits that usually paying employees do, such as paid leave and sick days. "We have been proud and inspired by the positive response of people who use the TaskRabbit task management network to people who get help with their everyday housework since TaskRabbit first launched in the UK," TaskRabbit UK Country Director Cornelia Raportaru said in a statement. "Our growth in England and Wales means that we are making everyday life easier for more people and providing significant work opportunities in their communities," she said. Let's say.

Other competitors exist, such as Deliveroo, which provides fast and efficient services. Will Shu created Deliveroo in 2013 as an online food delivery service in London. In the United Kingdom, the Netherlands, France, Belgium, Ireland, Spain, Italy, Australia, New Zealand, Singapore, Hong Kong, the United Arab Emirates, and Kuwait, it has over 200 sites(Ryan, 2021). Deliveroo Editions, a subsidiary of Deliveroo, is working to expand the Unreal Kitchen Network, which is a restaurant outside of the kitchen that prepares authentic delivery meals. Deliveroo has yet to break even. The COVID-19 pandemic has boosted the growth of online food delivery business Deliveroo, according to the company's CEO on Thursday. Williams Shu said that this "extraordinary insane time" has accelerated the adoption of online food distribution by "two to three years" in a speech at the Virtual Web Summit. "What COVID shows is that the popularity of online food delivery has greatly increased," he said. Deliveroo has expanded by more than 100% in the UK and Ireland, according to Shu, and has achieved operational profitability in the last six months. Deliveroo, which Shu co-founded in London in 2013, is gaining more customers, seeing more orders placed by current customers, and seeing a rise in the average order value on its website, according to Shu. "The world in which we work has totally changed," Shu said. "What hasn't changed? Customers continue to demand delectable fare." Deliveroo partnered with France's Co-op, Waitrose, Aldi, and Carrefour to introduce online grocery shopping through its app during the pandemic (Ryan, 2021). Grocery deliveries now account for 10% of Deliveroo's UK market and are the fastest growing component of the company, despite the fact that they didn't exist a year ago. Shu also emphasized Deliveroo's "version" concept's good efficiency.

The "dark kitchen," also known as Deliveroo's "version," is a kitchen in a shipping container that only cooks food for Deliveroo's network of distribution(Ryan, 2021). These kitchens were built in collaboration with existing restaurants by the startup. Deliveroo will "actively" invest in expanding Editions globally in 2021, according to Shu. Only the distribution kitchen, he claims, has "evolved from a high-quality restaurant expansion tool to a fundamental part of the restaurant's strategy." According to Deliveroo's most recent financial statements, the company lost 232 million pounds (\$309 million) last year while earning 476 million pounds. The startup has raised more than \$1.5 billion (£1.1 billion) in funding from investors including Amazon since its founding(Ryan, 2021). According to reports, the company is planning an initial public offering in London next year.

Fiverr is a website for companies and freelancers to communicate. This allows for the sharing of digital resources across more than 300 categories. Many people there depend on Fiverr to supplement their income. Others augment their monthly income by intervening in their free time. There are many avenues to market qualifications, and many company owners and other practitioners are looking for qualified candidates. Fiverr is a platform that links freelancers with customers. Fiverr's goal, according to the company, is to "transform the way the world works together." This makes sense as the world shifts toward working from home and collaborating with freelancers to complete projects rather than recruiting full-time employees. The best work can be achieved with a forum, a professional platform that can comfortably cover everybody. Fiverr turns people into freelancers and gives them a platform for their talents. It also helps businesses and individuals in need of a particular job to find freelancers who are eligible to produce the content they require. Fiverr is easy to use. They must first register for free as freelancers. They can then begin publishing the show. This is the type of service they will provide. The benefit is that because this is a global market, anybody from anywhere in the world can see your Fiverr display and pay for your services. They will receive an email update once the order has been issued, and you will then connect with the customer through the secure portal. This ensures that everyone is aware of their own and others' expectations for the project. They will be paid until the job is done. When the job is done, the bill will be sent to you, which means they won't have to wait to send invoices. They will still be paid on time. Every four seconds, an output is purchased, and the Fiverr platform has processed more than 50 million transactions. Fiverr allows people to sign up as delivery riders and send goods to users.

In certain cases, the contactless service industry cannot be used. Real estate agents and auto dealers, for example. Customers buying a house must go to the house to see the size of the rooms and the pattern before deciding to purchase. Customers who are considering purchasing a car should take it for a test drive and get a sense of how it performs. As a result, the contactless industry has some drawbacks. In the case of distribution services, contactless delivery is unquestionably the safest option in the event of a pandemic. In comparison to its rivals that use contactless distribution, Meituan has put a greater focus on it.

Intellectual Protection

According to Lemley(2000), when considering a slogan, it is a good idea to check whether the trademark you are applying for is usable. Avoid trademarks that have already been filed. Minimize the use of direct text as branding, as any text that is too descriptive is inappropriate. It is better to create a unique logo that will not only attract people, but also rang Geng Duo de Ren

Market segments and marketing strategies

There are two key market segments to target: errands runners, and errands runners, so the two segments will be different. The people who need this job are students and unemployed people who need extra income, which is a large part in the UK, currently at 5.1%(King, 2021).

The second market segment is wealthier users, office workers as well as busy adults (such as parents) or elderly people who may not have the time and energy to do these things, who may need extra help in their daily lives and are willing to spend some money,

This was inspired by the start-up revolution, which used word-of-mouth marketing to scale up services in the early stages of start-ups.

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