**Food Delivery Mistakes To Avoid This Ramadan**

The food delivery industry is rapidly evolving and is becoming very successful with each passing day as it is making more and more profits. It has now grown to become more than $400 billion in 2022 and the customer bases of the businesses who are performing well and keeping up with the correct strategies are increasing their customer bases by atleast 35%.

Ramadan is one of the best seasons for witnessing growth in the food delivery industry, unlike the common perception that food orders might go down. However, the key term here is that the right strategies must be used. There are a lot of mistakes that can be avoided in order to ensure that your restaurant performs best during Ramadan and makes the right sales. It is also a tricky season because 1 out of 3 surveyed customers claimed that if they experience poor delivery service during Ramadan, they are most likely to develop a poor perception of the brand and would not order from it again.

Here are some of of the most common mistakes that food delivery businesses must avoid during Ramadan:

**Delayed Delivery Time**

Delivery times are important almost at all times, but especially so during Ramadan because it is specifically in this season that suhoor and iftar times are very definite and just minor tweeks or delays in these times can ruin somebody’s entire fast. Thi inefficnecy can lead to a negative impact on your brand Wth increased use of social media, just one negative review online can really damage your restaurant’s entire image.

**Lack of Fleet**

Since most muslims fast during the month of Ramadan, there is a high possibility that your restaurant may suffer from a lack of fleet availbility or may face the consequences of poor fleet performance. All of these can be factors that decrease the efficiency of any fleet.This can also impact customer experience negatively and can have a negative impact on sales and profit. Research reveals that a properly managed fleet and efficient order allocation plays the most crucial role in achieving the best delivery outputs.

**Poor Packaging**

Food delivery depends greatly on the packaging of the food. In case there is a hot or cold item that needs to be delivered, you need to make sure that you have the correct insulation or the correct cooling for that to be achieved. Moreover, the packaging of your food must also be such as to give your customers a luxury experience. Your packaging must be appealing and should make the customers feel really great about having ordered at your restaurant.

**Lack of Communication**

Lack of communication can lead to mismanagement in orders and surely the inability to incorporate the customer feedback correctly into one’s orders. This can also result in the customer feeling that they are invalued or not taken seriously. It is also poor in how it can prevent customers for developing trust in your brand as they wont be able to stay informed about the status or their order. Communication between the internal team and with the customers is both equally important.

These issues can be resolved by using a delivery management software.

Shipox is a data-driven [**Food** **Delivery Management Software**](https://shipox.com/2022-food-delivery-software-trends/) that enables its users across a multitude of diverse industries to avail market competitive features and customer support in order to automate and perfect their delivery process. Shipox users are able to increase the efficiency of their delivery process, optimize their costs effectively, and enhance their customer experiences. To learn more, you can [sign up for a quick demo here](https://shipox.com/request-a-demo/).