**Abstract**

Nowadays there has been a lot of discussion happening in regard of the development of a food delivery platform. However, as the online food delivery channel grows popular, it also brings with it entry barriers of new players, and risk of cannibalisation for the existing players. Online food delivery model has its own dynamics and presents a different set of challenges as listed under: Not keeping the price model predictable, Inconsistent food quality, Inefficiency to cope with volumes, Unreliability in delivery & logistics staff. The present paper analyses the overall factors that were conductive for restaurant that provide online services about the real needs and wants of a Customer and their preference towards factors like reasonable pricing ,good quality variety of choices, speedy delivery time. The researcher analyses to what extent these restaurants can attract local population, and especially, young population