**Meituan Could be Successfully Launched in the British Isles**

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Meituan is a Chinese network shopping APP. Its service tenet is "eat, drink and be skittles all together". It has complete functions, including ordering take-away food, movie, train and air tickets, hotel and taxi. It is one of the "Top Ten Shopping Brands" in China, which is very popular in China and its market share is increasing year by year (Chen). However, Meituan has not yet entered the British Isles, the UK also does not have a complete and multifunctional network shopping APP like Meituan (Smith). Meituan could be successfully launched in the British Isles because Meituan is very functional and there is no similar APP in the British Isles, Meituan insists the good faith of the business purpose is beneficial to the improvement of consumer loyalty and Meituan's "two-wheel-drive" business model of "take-out + delivery" is conducive to the improvement of the APP's online rate and increase of customers (Shao).

Meituan is powerful and complete, and the British islands do not have such a multifunctional network shopping APP (Smith). What's more, the most popular feature in Meituan is the take-away feature (Shao). There are many APPs in the British Isles such as Just Eat, Hungry house and Deliveroo, but the number of customers for these APPs has been stable over the years as most people in the British Isles prefer to order food by phone (Li). By contrast, APPs with more functions such as Meituan can meet the needs of more consumers and attract a larger consumer group, which can help the APP driving the promotion and popularization.

Meituan insists the good faith of the business purpose is conducive to the improvement of consumer loyalty (Shao). Meituan requires its employees to be honest with customers. Meituan has launched the "group purchase coupons without consumption application within 7 days, unconditional refund" program and the "if the consumption is not satisfied, Meituan will be free of charge" program with strict implementation (Shao). Meituan provides more perfect protection for users' interests and gains many loyal customers, which is one of the reasons for Meituan's great success in China. If Meituan can promote these plans in the British Isles, it will also gain a large number of British customers because Meituan is good at protecting consumers’ interests, which will make it more attractive.

Meituan takes the lead in exploring the two-wheel-driven development model of "take-out plus delivery", providing more merchants with display windows and transportation services, and enhancing consumers' choice space at the same time. Meituan has a high rate of online transformation and rapid growth in China's food delivery market, largely due to the "two-wheel driven" model of "take-out plus delivery" (Shao). If Meituan also applies this business model in the British islands, it will also improve the number of customers and increase the frequency of users of Meituan APP in the British islands because Meituan provides consumers with a lot of choices and perfect services.

All in all, Meituan could be successfully launched in the British Isles because there is no Meituan network shopping APP which integrates multiple functions, Meituan can gain a large number of loyal consumers because Meituan strictly implements its honesty program, and Meituan can successfully launch in the British Isles because its "take-out plus delivery" two-wheel-drive business model allows it to quickly reach many consumers (Shao).

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