

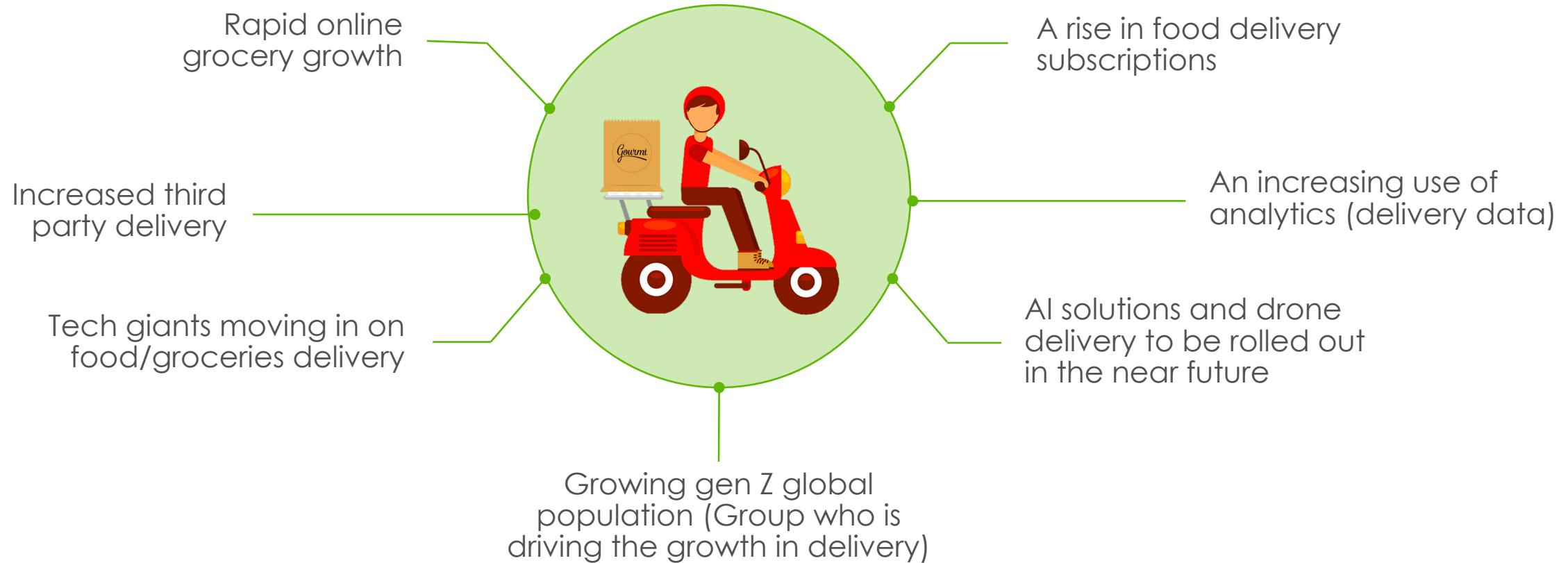
Sales Enablement Training Proposal

By Veronica Lopez Garcia

Food Delivery

Market

What's Changed in the Food market?



US\$ 84.6 Bn

Online food delivery
market value in 2018.



US\$ 164.5 Bn

by 2024, exhibiting a
CAGR of 11.4% during
2019-2024.

Source: *Online Food Delivery Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2019-2024*

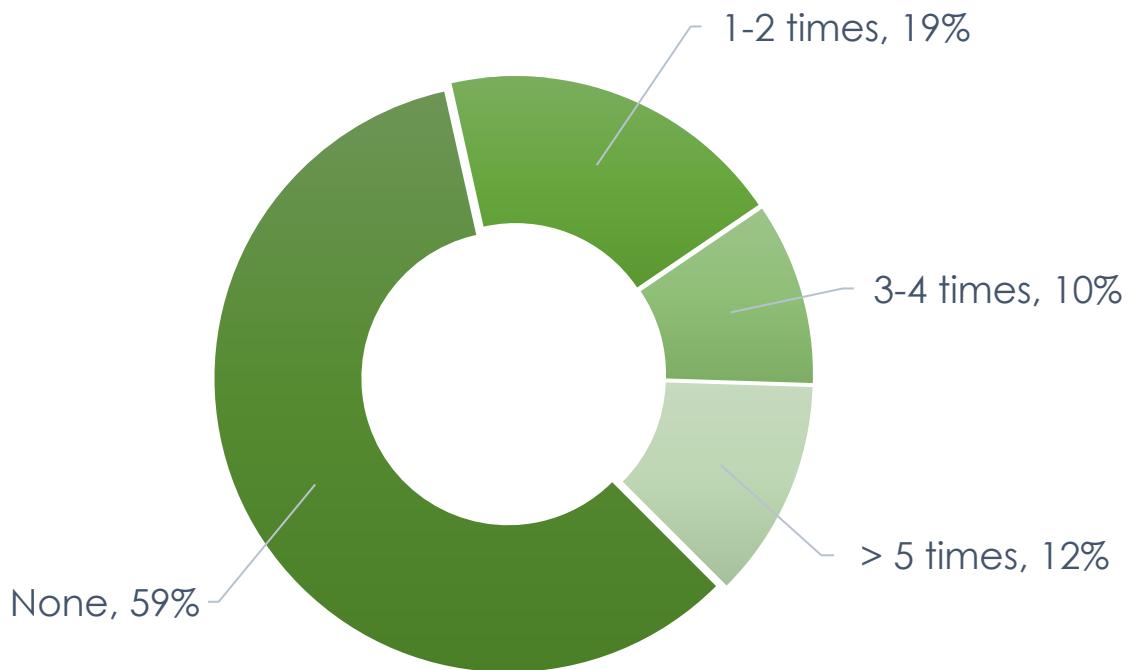


Online grocery may lag behind restaurants in online delivery adoption. Deutsche Bank estimates that the \$24 billion online grocery market will surge to 120\$ billion by 2025.

Source: Food Delivery: Industry Trends for 2019

41%

of consumers have used a food delivery app at least once in a 90 day period.



Source: Food Delivery Apps: Usage and Demographics — Winners, Losers and Laggards



Americas is the 2nd most favorable market for online food delivery services after APAC. Presence of key economies such as the **U.S., Canada, and Mexico** is the key driver for the development of this region.

Source: Online Food Delivery Market to Hit \$161.74 Billion by 2023 - Global and Regional (US, UK, China, India, etc.) Industry Strategy and Statistic Analysis: Adroit Market Research

PUTTING THE DATA TO WORK



Data research supports the fact that **restaurants that resist app delivery** are **risking significant revenue loss**.



Analysts at Morgan Stanley believe that **delivery** could eventually top **40% of all restaurant sales**. Indeed, such sales could even **become a restaurant's core business**.

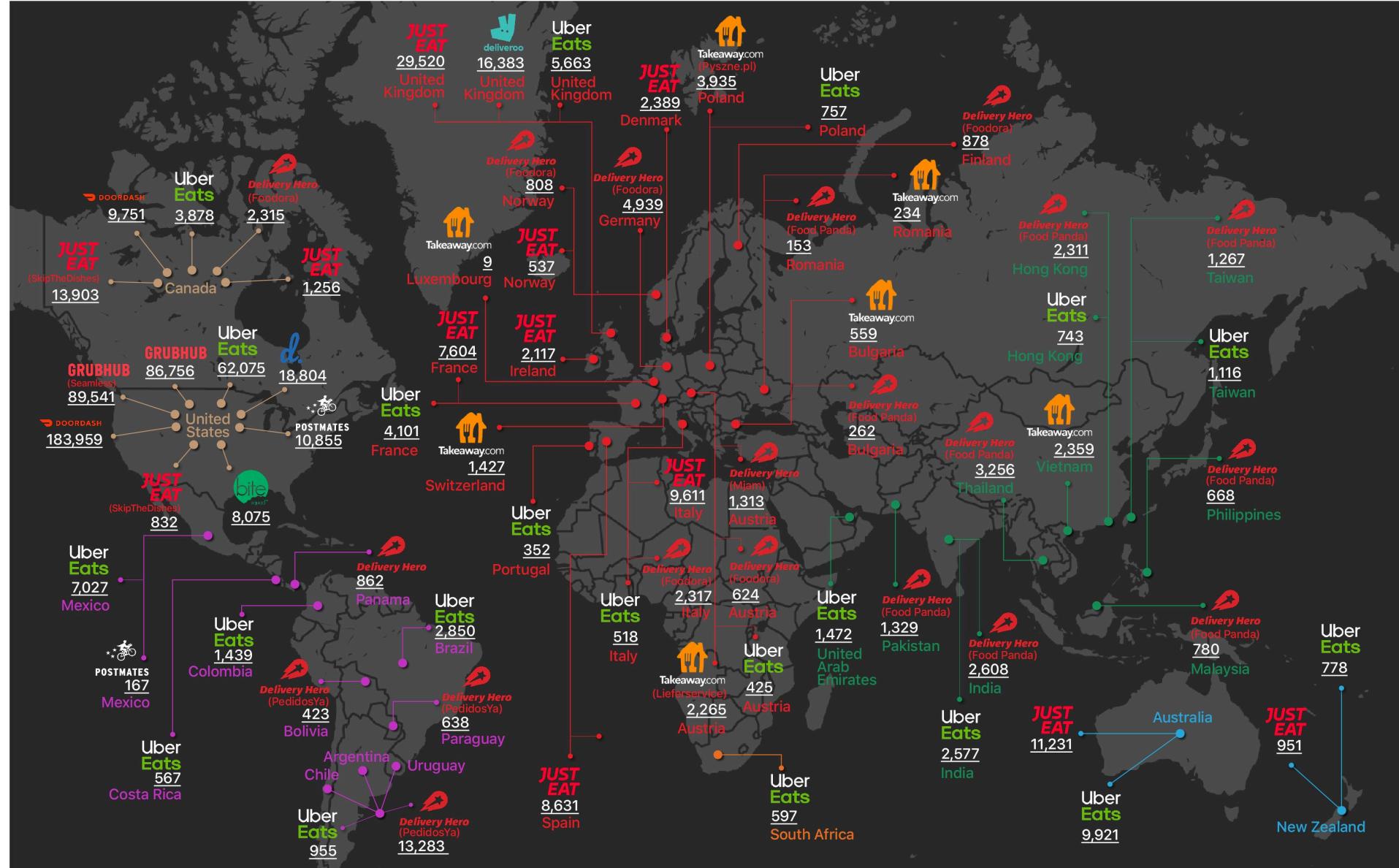


Some **restaurant's business models** will be expected to **evolve** into "**app-only**" brands and "**kitchen-only**" location. Alongside these strategies has come the need to modify menus and to create packaging to ensure transport tolerance.



Key concern is **ensuring** that a mechanism exists for **customer feedback to reach the restaurant**.

Competitive Landscape & Differentiation

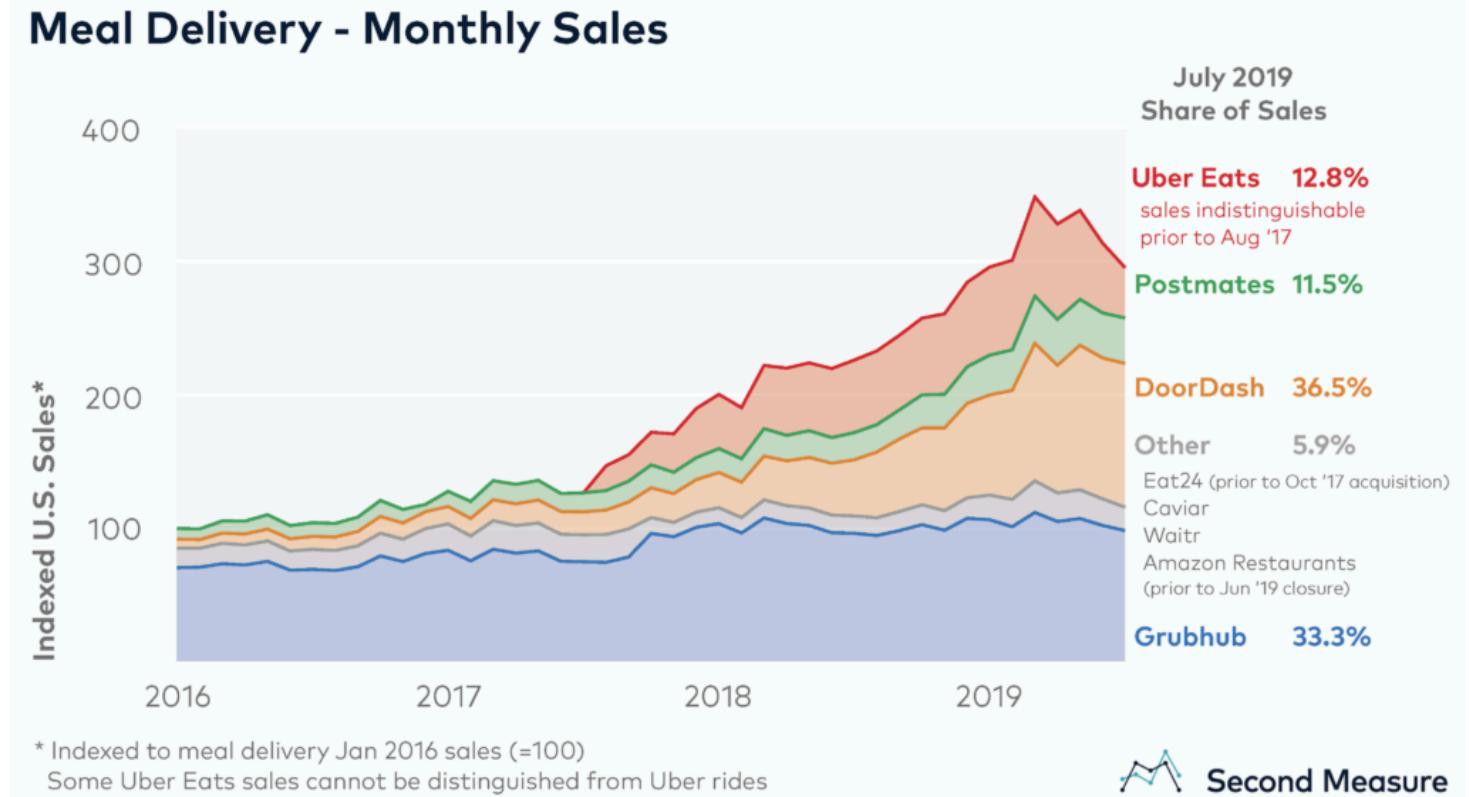


Source: Delivery Wars: the world's top-10 food-ordering services and where they battle for territory

Market evolution in U.S.

- **Uber eats** dominated the market until October 2018 when DoorDash's sales overtook it.
- **Postmates** has been constant in the market and the rumors about an IPO this fall might give the company a boost
- **DoorDash** earned 36 percent of U.S. consumers' meal delivery sales last month. In July, the company saw a staggering 156-percent year-over-year jump.
- **Grubhub** and its subsidiaries, (Seamless and Eat24) took in 33 percent.
- Amazon Restaurants, which had around half a percent of U.S. market share in May, announced in June that it was shutting its doors for good.

**Beginning in May 2019, some Uber Eats purchases became indistinguishable from Uber rides purchases, so Uber Eats' sales and market share may be even higher than the analysis shows.



Our Company:

Estimated Annual Revenue

\$2.6B



CEO
Dara
Khosrowshahi

Estimated Employees

5,000

CEO Approval Rating:

84/100

OVERVIEW

Founded: 2014

Headquarters: San Francisco, California

Status: Product/Brand/Service Independent Company of

Industry Sector: Application Software

SIC Code: 7372 [NAICS listing »](#)

Top Competitors

RANK	COMPANY	LEADERSHIP	CEO SCORE	EMPLOYEES	TOTAL FUNDING	REVENUE
1	DOORDASH	Tony Xu Co-Founder & CEO	77/100	1,700	\$2B	\$854M
2	GRUBHUB	Matt Maloney Founder & CEO	72/100	2,722	\$276.6M	\$1.2B
3	Postmates	Bastian Lehmann Co-Founder & CEO	91/100	800	\$676M	\$400M
4	deliveroo	William Shu Co-Founder & CEO	80/100	3,000	\$1.5B	\$373.8M
5	SWIGGY	Sriharsha Majety Co-Founder & CEO	91/100	6,062	\$1.5B	\$62.4M
6	zomato	Mohit Gupta CEO	89/100	3,000	\$588.8M	\$52.4M
7	Delivery Hero	Niklas Ostberg Co-Founder & CEO	81/100	20,608	\$1.8B	\$796.7M
8	JUST EAT	Peter Duffy Interim-CEO	69/100	1,450	\$729.4M	\$2.9B
9	Takeaway.com	Jitse Groen Founder & CEO	67/100	538	\$119.7M	\$10M
10	delivery.com	Jed Kleckner CEO	77/100	2,500	--	\$4M

Our Business Model Canvas



<p>Key Partners</p> <ul style="list-style-type: none"> • Restaurants and retail • Grocery Store • Delivery Personnel 	<p>Key Activities</p> <ul style="list-style-type: none"> • Build Relationships with retail stores • Hire delivery supplier freelance/full time • Manage delivery providers • Manage Customer Order and Processes for delivery • Build and manage tech infrastructure • Customer acquisition 	<p>Value Proposition</p> <p>For eaters:</p> <ul style="list-style-type: none"> • On-demand ordering • Real time tracking • Accurate ETAs • Cashless deliveries • Upfront pricing • Multiple food options and restaurants <p>For Restaurants:</p> <ul style="list-style-type: none"> • Largest network of partner-drivers • BYOC option • Customer base • Ready-made technology • Run your business 24/7 • Improve your operations and processes • Marketing campaigns. • Use of data to provide valuable business insights. <p>For delivery partners:</p> <ul style="list-style-type: none"> • Work flexibility • Better Income • Lower idle time • Training sessions • Better delivery allocation 	<p>Customer Relationships</p> <ul style="list-style-type: none"> • Customer Support Chat • Social Media • Rating, Review and Feedback System 	<p>Customers</p> <p>Eaters:</p> <ul style="list-style-type: none"> • People who want food to be delivered at their doorstep • People who don't want to cook • Person who doesn't like to go out for food and want to eat from outside <p>Merchant:</p> <ul style="list-style-type: none"> • Which don't have delivery service • Don't take orders online • Wish to offer their services in as an UberEats partner <p>Delivery partner:</p> <ul style="list-style-type: none"> • Freelance works to get some extra money • Receives tips
<p>Key Resources</p> <ul style="list-style-type: none"> • What Partnership with local providers • Freelance delivery providers • Technology 	<p>Cost Structure</p> <ul style="list-style-type: none"> • Tech setup and running cost • Salaries to permanent employees • Payments to delivery partners 	<p>Channels</p> <ul style="list-style-type: none"> • Website • Mobile App Android and iOS • Digital Marketing 	<p>Revenue Streams</p> <ul style="list-style-type: none"> • Customer: Delivery Fee • Merchant: % commission out of each order • Marketing campaigns and partnerships 	

Uber Eats SWOT ANALYSIS



STRENGTH

- Brand name and awareness
- High customer satisfaction
- Highly diverse services
- Intelligent Revenue model
- Existing customer base
- Delivery fleet



WEAKNESS

- Driver retention
- Controversies and security
- Easy imitable by competition



OPPORTUNITY

- Increasing Internet penetration and smartphones usage
- Growing gen Z global population (Group who is driving the growth in delivery)
- Rapid online grocery growth



THREAT

- Government rules and regulations
- Privacy concerns over use of geo-location
- Tech giants moving in on food/groceries delivery

Expanding our market

Groceries Delivery Market

Online grocery is growing rapidly from its small base. Its market value has doubled from 2016 to 2018, suggesting that consumers are starting to get more comfortable ordering essentials and certain foods online — a major barrier to adoption.

Grocers are rushing to take advantage of this potential, resulting in a highly competitive market.

Online Grocery Market Forecast

Billions (\$)



Source: Business Insider Intelligence estimates

BUSINESS
INSIDER
INTELLIGENCE

Grocery delivery competitors



	Strengths	amazon	Walmart	TARGET
Weaknesses	<ul style="list-style-type: none"> • Competitors are well established • Delivery/Success dependent on external factors • Resistant customers might prefer in store shopping experience 	<ul style="list-style-type: none"> • 463 stores • Prime membership required • Inexperienced grocer 	<ul style="list-style-type: none"> • High delivery fee • No subscription offering 	<ul style="list-style-type: none"> • Same-day delivery needs Shipt account • Fewer stores than other groceries
Opportunities	<ul style="list-style-type: none"> • Inexpensive and easy to expand to other markets • Fulfill growing market demands through efficient transactions • Potential contracts with retailers • Wide open markets • Upward reliance on technology 	<ul style="list-style-type: none"> • Default for prime members • Affluent Whole foods shoppers • Urban areas 	<ul style="list-style-type: none"> • Deliver from stores • Deploy high tech solution • Draw subscription-averse costumers 	<ul style="list-style-type: none"> • Draw consumers only seeking CPGs • Emphasize cheaper subscription cost
Threats	<ul style="list-style-type: none"> • Replicable business model • Well established grocery stores may start similar programs • Success dependent on shoppers ability to deliver on time 	<ul style="list-style-type: none"> • Competitors physical footprints • Discount grocers • Lose subscription-averse consumers 	<ul style="list-style-type: none"> • Consumers subscribe elsewhere • Outpriced on fees • Competitors dominate big cities 	<ul style="list-style-type: none"> • Competitors' physical footprints • Lose subscription-averse consumers

Source: THE ONLINE GROCERY REPORT: The market, drivers, key players, and opportunities in a rising segment of e-commerce

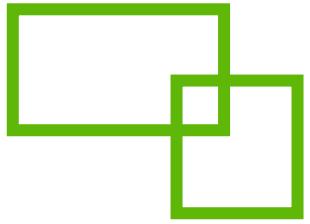
New Business Model Canvas



“Groceries delivery”

Key Partners <ul style="list-style-type: none">• Local Stores• Financial partners	Key Activities <ul style="list-style-type: none">• Creating technological infrastructure• Local market management• Shopper management• Customer service	Value Proposition <p>Customers:</p> <ul style="list-style-type: none">• Best way to shop for groceries• Delivery within 2 hours• Delivery in inclement weather <p>Shopper:</p> <ul style="list-style-type: none">• Flexible working schedule <p>Stores:</p> <ul style="list-style-type: none">• More number of customers• Increasing in sales	Customer Relationships <ul style="list-style-type: none">• Customers service• Social media	Customers <p>Users:</p> <ul style="list-style-type: none">• People who want groceries at their doorstep• People who don't have a car• Elderly people <p>Shopper:</p> <ul style="list-style-type: none">• People who have a smartphone and a car• People who love shopping• People who want to work as a freelance shopper <p>Stores:</p> <ul style="list-style-type: none">• Those who want to increase their sales• Those who want to reach out more people
Key Resources <ul style="list-style-type: none">• Partnership with local stores• Fast and skillful shoppers• Technology	Channels <ul style="list-style-type: none">• Website• Mobile app			
Cost Structure <ul style="list-style-type: none">• Technological set-up running costs• Salaries to permanent employees• Commission based payments to shoppers	Revenue Streams <ul style="list-style-type: none">• Surcharge on the store price• Delivery fees• Membership fee for unlimited delivery or express service			

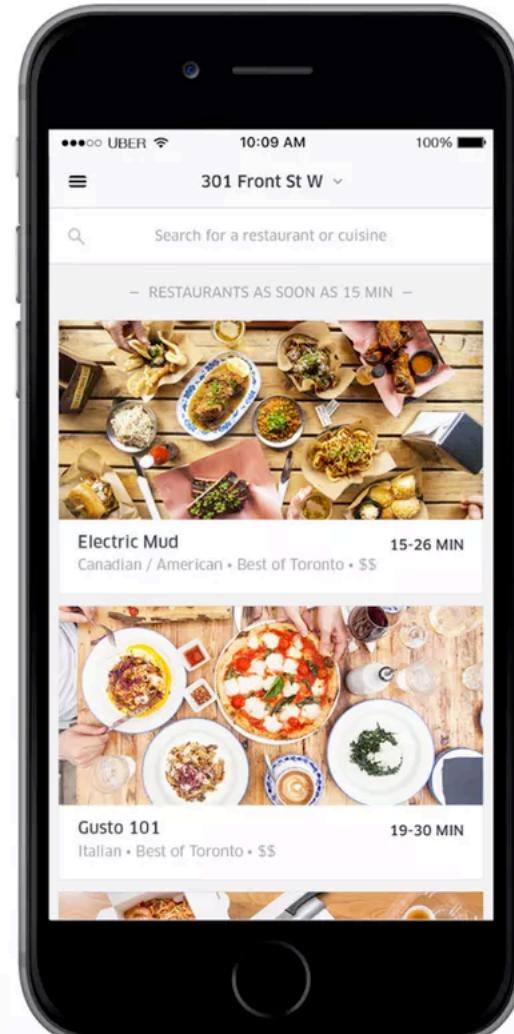
Our Solution



What is Uber Eats?

Uber Eats is our food delivery platform that makes getting great food from your favorite local restaurants as easy as requesting a ride.

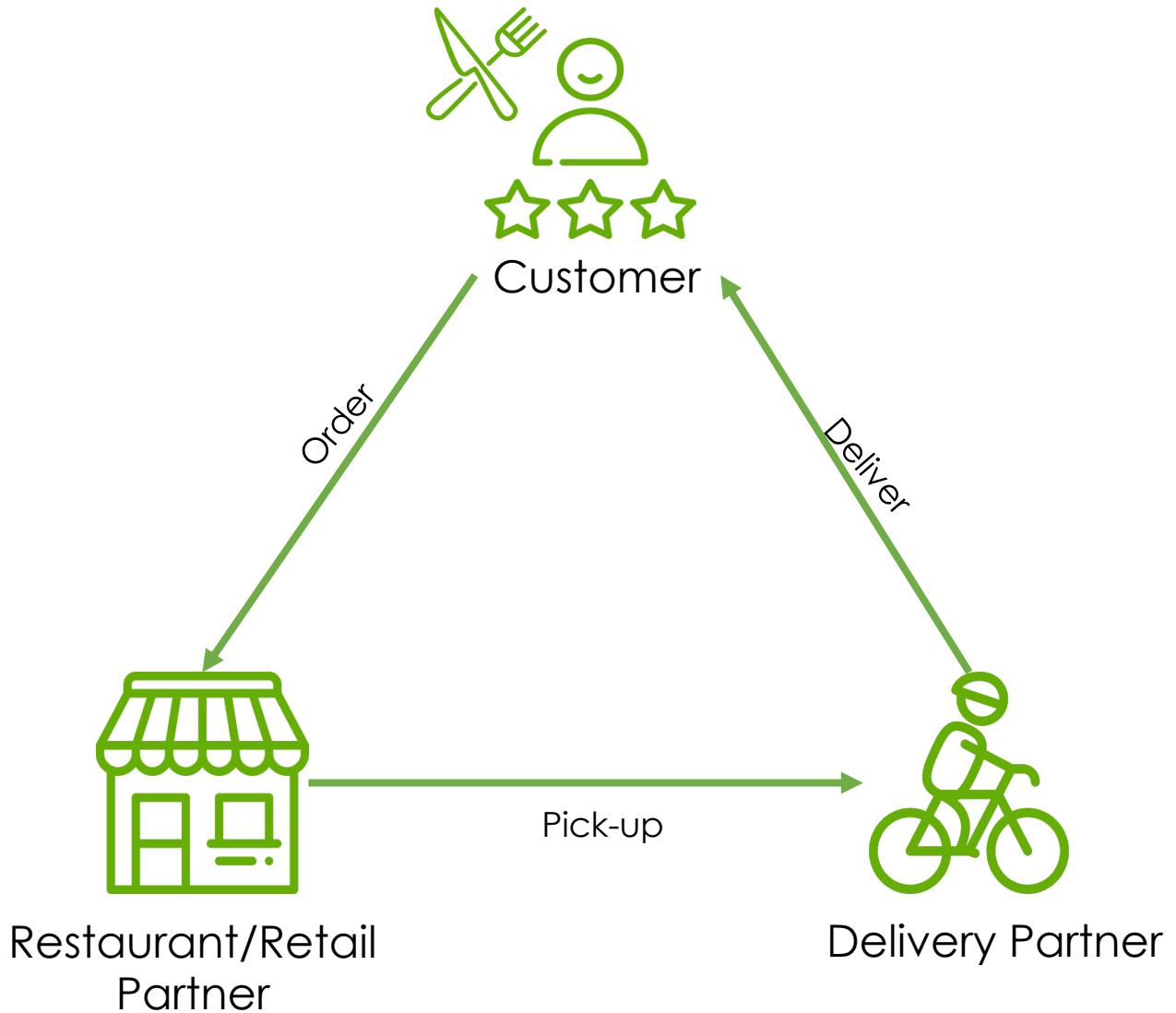
The Uber Eats app connects you with a broad range of local restaurants and food, so you can order from the full menus of your local favorites whenever you want.



A three-sided marketplace

Connecting a driver, a restaurant owner and a customer with Uber Eats platform at the center.

The three-sided marketplace moves around three players: **Restaurants pay commission** on the orders to Uber Eats; **Customers pay** the small **delivery charges**, and at times, **cancellation fee**; Drivers earn through making reliable deliveries on time.



The Opportunity:

We address a \$795 billion market. So far, we have only penetrated 1% of that market considering 2018 Gross Bookings of \$7.9 billion in.

Revenue increased 149%, from the \$0.6 billion in 2017 to \$1.5 billion in 2018

We want to address a portion of the \$2 trillion eat-in market as more consumers opt to have food delivered, and groceries too.

We envision Uber Eats as the largest meal delivery platform in the world outside of China.



Source: Uber sees its burgeoning food delivery service as a massive opportunity

Our Customers



“Ideal” Customer Profile

Mario Galicia

“Between running the restaurant, dealing with suppliers and staff, I don't have time to think about marketing and new ways to increase my revenue.”

Profile:

Age	31
Occupation	Restaurant owner
Education	University
Location	Mexico, City
Family	Single
Income	~ 25,000/month

GOALS

- Keeping restaurant full and busy
- Getting feedback from customers
- Get repeat customers
- Opening new restaurant branches

Technology

Mobile Apps | Social Networks | Smartphone | Software

FEARS, CHALLENGES AND PROBLEMS

- No marketing or promotional skills to speak of
- No time to be active on social media
- Finds it difficult to get meaningful feedback about food quality and service
- Does not have enough positive reviews on Google and this affects number of new and returning patients.

Seeking new ideas
Entrepreneur

Loves cooking

Enjoys the security of a stable income

Risk taker

Value Proposition for Restaurant Partners



Largest network of partner-drivers: BYOC option.



Daily projections of attainable revenue to increase your margins.



Ready-made technology: Constant improvements and research.



Extended customer base & global presence: Millions of active Uber Eats users at the tap of your smartphone screen.



Leverage market insights and feedback: to build better growth strategies.



Run your business **24/7 with an effortless experience:** Mobile payment and delivery tracking.

Customer Success

Unpacked | Uber Eats



Unpacked | Uber Eats

10 videos • 4,433 vistas • Se actualizó por última vez el 2 ago. 2019

≡+ X ...

Uber Eats is proud to present Unpacked, a docu-series that follows the emotional journey of immigrant chefs on our delivery platform.



Uber Eats

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- 1 Unpacked: Citizen Pie | Uber Eats
Uber Eats 6:54

- 2 Unpacked: La Cubana | Uber Eats
Uber Eats 6:26

- 3 Unpacked: The Halal Guys | Uber Eats
Uber Eats 6:24

- 4 Unpacked: Luda's Dumplings | Uber Eats
Uber Eats 6:05

- 5 Unpacked: Magasin Vietnamese Cafe | Uber Eats
Uber Eats 6:44

- 6 Unpacked: Azalina's | Uber Eats
Uber Eats 6:05

Our Sales process

PHASES OF THE BUYING AND SELLING PROCESS

Buying Process
WHEN BUYERS ARE



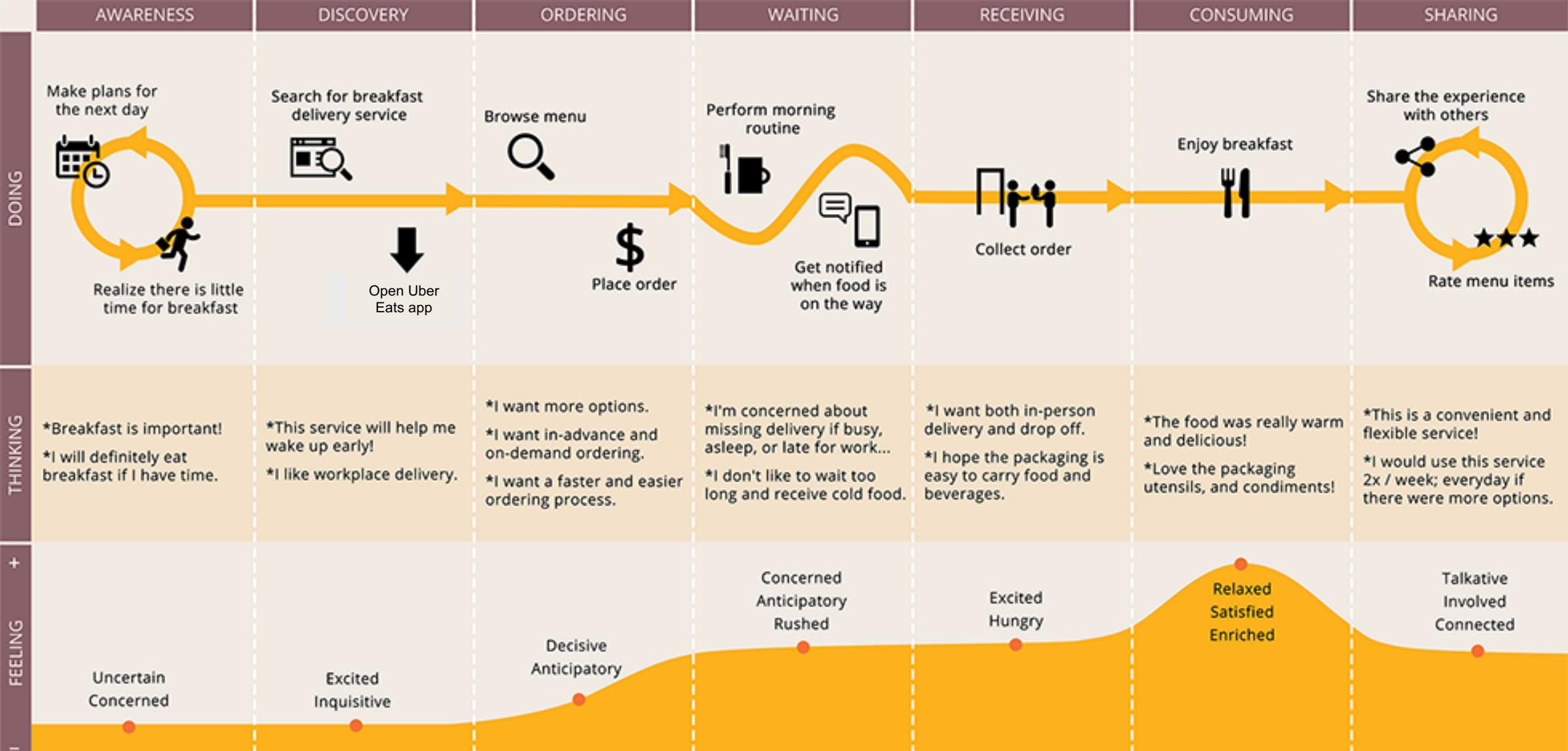
PRE-SALE

SALE

POST-SALE

Selling Process
SELLERS MUST





Uber Eats Customer journey mapping

Sales HUB

Sales HUB

The centralized platform that provides a data-driven solution to align reps performance to company growth

The screenshot shows the Uber Eats Sales Hub homepage. At the top, there's a navigation bar with links for Home, About us, Product Overview, Tools for success, Improve your skills, and News & Events. The main heading reads "Welcome to the new Uber Eats Sales Hub". Below it, a sub-headline states: "A powerful data driven solution that provides sales team the information, knowledge and support needed to engage customers and win more deals". A video player placeholder is shown with the text "Watch the video to learn more about this platform". To the right, there's a chatbot window titled "UberBOT" with a message: "Hey there! I'm UberBOT. I'm your new sales partner and I'm here to get you closer to your objectives. You can ask me questions about our company, sales materials, tips & tricks and latest news". At the bottom left, there's a section for "Uber Eats" with a brief description: "A food delivery platform that makes getting food as easy as requesting a ride. The Uber Eats app connects you with a broad range of local restaurants and food, so you can order whenever you want."

Product Content

Core branding, and training assets related to UberEATS to help you effectively position our product in the market.

Top Resources:

- Seller's Essentials: Summary that includes the top content, such as Conversation Starters, Value Statements and Benefits, Handling Objections, Competitive Traps & Customer Success
- Battle card: Compilation of information about our product, the market, our customers, and our competition.
- Sales Guide: Deeper guide to successfully close the deal, from market/competitors insights and product analysis to key contacts in the organization

We value your opinion, please take a few seconds to rate our content and help us improve!

Prepare



Video: Product demo

5.0 ★★★★★

25830 Views



PDF: Seller's Essentials

4.7 ★★★★★

1322 Downloads



Present



PPT: Product Overview

3.0 ★★★★☆

4896 Downloads



PPT: Revenue Growth

5.0 ★★★★★

578 Downloads



Evidence



Blog: Customer Success

4.0 ★★★★★

4896 Visits



Video: Customer Success

5.0 ★★★★★

4864 Views



Share



PPT: Customer Presentation

5.0 ★★★★★

7854 Downloads



Video: Product overview

5.0 ★★★★★

48734 Views



Sales Training Program

Format:



Online



In person

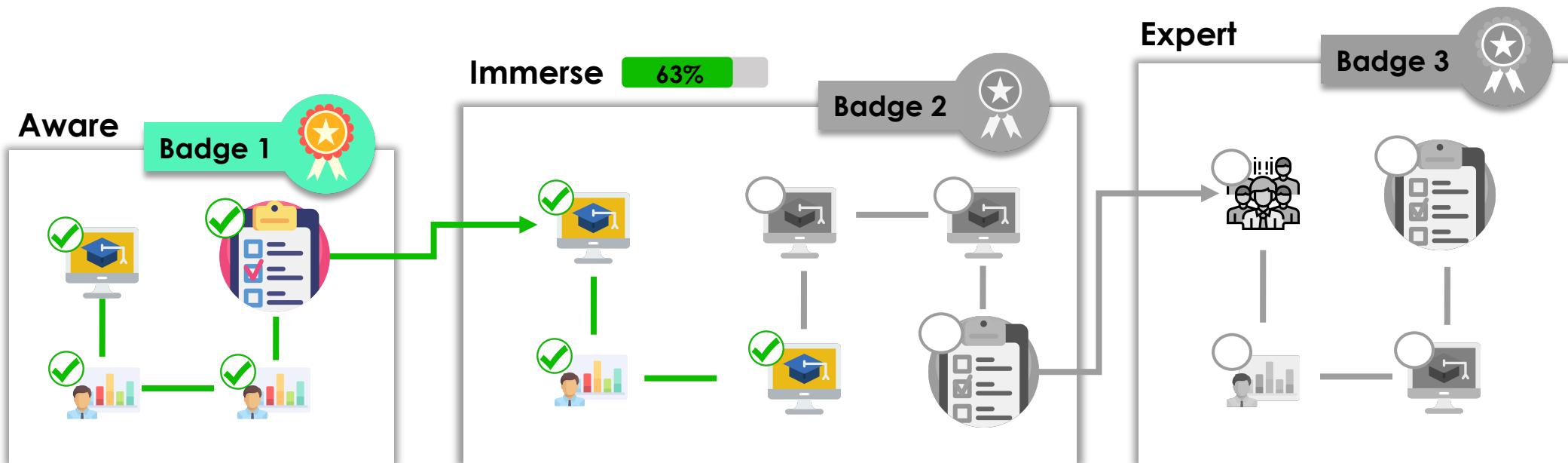


Train the
trainers

Expand your capabilities through experiences that impact your career.

We arm you with innovative resources and tools aligned with company growth to drive success:

- **Artificial Intelligence** capabilities that enable automated assignment of learning paths based on adaptive learning.
- Structured **coaching & mentoring** programs that drive success
- **“Learn by doing” exercises, quizzes, & coaching** to improve knowledge retention
- Intelligent **dashboards** that allow real time visibility on the **team progress and impact on sales performance**
- Enhanced learning experience and rewards system through **gamification**



BENEFITS

- Answers in real-time: Ask about a product, persona, competitor, or where to find an asset.
- Chatbot is available 24/7 and updated daily - the more you ask, the smarter it gets with AI.
- Continuous feedback from sales team allowed
- Slack integration

USE CASES

- Prepare and enhance your **knowledge**:
 - 'What is Uber Groceries strategy?' or 'Uber Eats value proposition'
- **Prospect:** (Evaluate the possibility to **connect it with Sales Force to extract insights**)
 - Type 'Who should I target for Uber Groceries?' or 'Key messages for retail market'
- **Conversation starters:**
 - 'How would your business benefit by using Uber Eats technology and having access to our extended customer base?'
- **Objection Handling:**
 - 'Uber doesn't support... x functionality'
 - 'X Competitor is better on...'
- **Discover and qualify:**
 - 'Customer success stories' or 'How do retail customers use Uber Groceries?'
- **Present & Close:**
 - 'Uber Groceries vs Cornershop' or 'Customer Presentation'
- **Find Key Resources:**
 - 'Battlecard' or 'Elevator Pitch'



Hey there! I'm **UberBOT**

I'm your new sales partner and I'm here to get you closer to your objectives.

You can ask me questions about our company, sales materials, tips & tricks and latest news

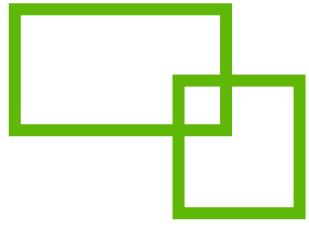
Hi, what is Uber mission?

We ignite opportunity by setting the world in motion.

Good things happen when people can move, whether across town or towards their dreams. Opportunities appear, open up, become reality. What started as a way to tap a button to get a ride has led to billions of moments of human connection as people go all kinds of places in all kinds of ways with the help of our technology.

Ask a question...





Resources



Uber Eats
116,918 suscriptores

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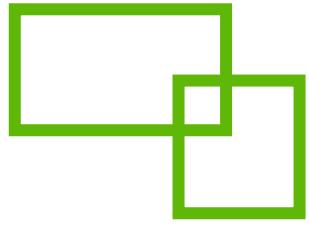
<https://www.youtube.com/channel/UberEats>



Trailblazer
COMMUNITY

<https://help.salesforce.com/home>

Metrics for success



Sales enablement

KEY METRICS



Training content consumption

- Star Rating to trigger improvements
- # of download
- # of bookmarks
- # of shares



NPS Score

- Sales team satisfaction
- Customer satisfaction with sales experience



Impact in sales metrics

- Average sales cycle length
 - Time sales reps spend selling
 - Time to productivity (Training – Closure)
 - Time to revenue and pipeline milestones
- Average training process length
 - Time trainers spend coaching
 - Time sales reps invest in training
 - Time needed to find content

Sources:

[Online Food Delivery Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2019-2024](#)

[Online Food Delivery Market to Hit \\$161.74 Billion by 2023 - Global and Regional \(US, UK, China, India, etc.\)](#)
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[Food Delivery: Industry Trends for 2019](#)

[Uber sees its burgeoning food delivery service as a massive opportunity](#)

[Food Delivery Apps: Usage and Demographics - Winners, Losers and Laggards](#)

[UberEats Business Model](#)

[Delivery Wars: the world's top-10 food-ordering services and where they battle for territory](#)

[Which company is winning the food delivery war?](#)

[THE ONLINE GROCERY REPORT: The market, drivers, key players, and opportunities in a rising segment of e-commerce](#)

[Uber Eats's Competitors, Revenue, Number of Employees, Funding and Acquisitions](#)