

Marketing Guide

Background

- Our product is an automated delivery management system designed to revolutionize the food delivery experience. It addresses the problem of inefficiencies in traditional food delivery methods, resulting in high operating costs for restaurants and lengthy wait times for customers.

Market and User Information

- Our target audience includes restaurants of all sizes looking to streamline their delivery operations, as well as customers seeking fast and reliable food delivery services. Our main competitors are established food delivery platforms like Uber Eats and Grubhub.

Product Background and Positioning

- Our product's value proposition is its ability to optimize delivery operations, reduce wait times, and improve customer satisfaction through features like real-time tracking, intelligent routing, and automated notifications.
- The three main features of our product are:
 1. **Real-time Tracking:** Allows both restaurants and customers to monitor the status and location of their orders.
 2. **Intelligent Routing:** Optimizes delivery routes, reducing delivery times and fuel costs for restaurants.
 3. **Automated Notifications:** Sends updates to customers at key stages of the delivery process.

Where Users Can Find the Product

Users can find our product on our corporate website, where they can learn more about its features, benefits, and pricing. They can also download our app from major app stores like Google Play Store for Android users and Apple App Store for iOS users. This ensures that our product is easily accessible to users across different platforms.