Marketing Guide

Background:

DoorDash is enabling the future with robotic deliveries. There are two major problems that arise on a daily basis, first one is that customers hate waiting for their food and the second is that food is mostly cold, it is not hot & fresh. To fix this, the company has been researching into the concept of having self-driving robots delivering the meals to our customers within the 2km range. This idea will solve the two biggest problems in this industry, and we look forward to solving these challenges. Keep in mind though that this concept will also have a few problems associated with it as no idea comes without any problems. Some of these problems might be as follows:

- Connectivity problems in rural areas between the robot and our Operations Team
- Delivery might sometimes be arriving later in unusual circumstances
- Accuracy in the tracking of the order

Market background:

In order to understand our product's market better we will conduct analysis and identify top 10 cities that has more percentage in deliveries, we will begin to operate in the top 10 cities where the company has a well-established rapport. These top 10 cities should contain our maximum sales units. The source below highlights the top 10 cities where our company has landed its maximum sales units.

Target Market:

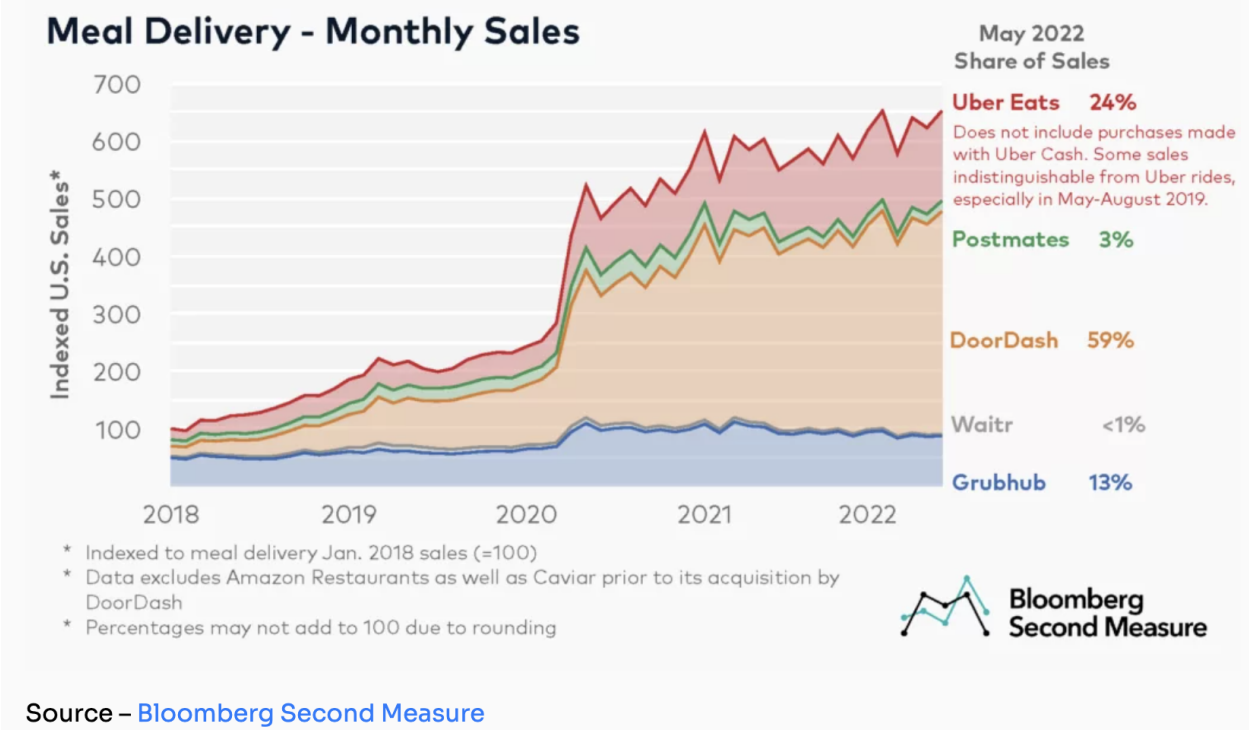
Our primary target audience are students and working people who are busy with their work/study life and don't have the time to cook meals for themselves. This target audience also ensures the fact that our majority deliveries will be in the 2km range since most students/working people prefer to reside the neat their offices/universities. Another important factor also includes the fact that people in their University years are more open to using different types of products and this is where DoorDash robotic delivery will perfectly fit in. Our target market also shows us that:

- DoorDash is the indisputable current leader in the food delivery app market.
- DoorDash has the largest share of the delivery market, according to statistics it beats it competitors such as UberEats by having gained 35% of the market

- As of 2021 Q1, the total number of DoorDash users are 20 million

Competitors:

DoorDash is dashing its way from success to success, gaining rapidly in market share. In May 2022, DoorDash held a 59% share of monthly sales in food deliveries in the US.



Source – Bloomberg Second Measure

- There are several DoorDash competitors who have shown varying levels of comparative success over the past decade, including UberEats, Grubhub, Instacart and Postmates.
- As recently as 2016, Grubhub was the clear market leader, significantly ahead of all competing food delivery apps in market share.
- In the years since, DoorDash has rapidly overtaken Grubhub and all other competitors in market share, in particular curbing its closest recent competitor, UberEats.

1. **GrubHub**
    - ➔ **Founded:** 2004
    - ➔ **Headquarters:** Chicago, Illinois

With over 2700 employees, the company features almost 320,000 restaurants and partners with 32 million diners. Also, the company operates in almost 4000 cities in the US and serves over 23 million customers.

What's more, GrubHub generated revenue of $551 million in the first quarter of 2021 as to that of $363 million in Q1 2020.

GrubHub's competitive edge over DoorDash is its customer-focused pre-order service. Also, the platform combines its expertise in both foodservice and tech to provide customers with the most convenient experience possible.

2. **UberEATS**
    - ➔ **Founded:** 2004
    - ➔ **Headquarters:** San Jose, California

With over 9000 employees, UberEATS offers a 24/7 food delivery service and operates in more than 500 cities having a network of over 220,000 plus eateries.

With a market share of almost 23%, the company generated $8.3 billion in revenue as of 2021.

Also, in the US, the food delivery company controlled more than 25% of the food delivery market as of May 2021.

Product Background and Positioning:

Value Proposition:

The value proposition that we will be offering to our customers through this product will be loved by our customers and definitely this is going to be a innovative idea to make deliveries through bots. The value we give them is that of a unique, modern and futuristic experience through our product Robotic food delivery. This is because the concept of robotic delivery makes the experience for our customers unique and an engaging one. One of the main values that we offer is the fact that we are offering our customers with faster delivery times if the restaurant is within the 2km radius from the customer's residence. We realize that customers can get frustrated with short distance deliveries and so our product aims to solve that problem by offering faster deliveries through our robots.

Three Key Features:

1. **Ability to navigate the robots:** The most vital feature of our product will be to give our Operations team the ability to view robots route on maps from the restaurant to the delivery destination

2. **Manual Control:** The operations team will require this feature in any situation where the robot does not respond to the commands. Through the feature of manual control, our operations team will be able to take manual control and guide our robot to its destination.

3. **Live 4 side video bot streaming:** This feature will be live streaming 4 sides (left, right, front & back) of the robot. This may be the fact that the Operations team member might need to call a Dasher, the cops or may just call the restaurant to ensure the order was correct. The video will be uploaded on cloud for later analysis.

Benefits:

1. **Ability to navigate the robots:**
   The benefit of this feature is that both our Operations team and our customers can track the robot while it's being operated. The Operations team has the ability to navigate and track the robot whereas our customers can only track the delivery. The customer can get regular updates though just as our Operations team will and each customer can set the kind of updates, they would like to receive whether it's for every check point or it might be only when the food is delivered and is at their place.

2. **Manual Control:** This feature is mostly to be used by the Operations team when there are some incurring issues with the robot. Issues might include failure to response from one or all of the sensors on the robot. Although our customers might not be able to use this feature, they can definitely control the in-built voice system by changing their language preference according to their needs from the front-end of the robot. The robot will have a tablet like screen attached to it and from there our customers can change the language preference to better suit their needs. This feature for our customer will come in extremely handy when we plan to expand into different countries.

3. **Live 4 side video bot streaming:** The operations team will be able to view live streaming of 4 sides of the bot. Incase of any emergency, the situation will be recorded and the video is uploaded to cloud for further analysis.

How to use the product

Customers:

1. Download the Android/iOS mobile from IOS App Store, Google Play Store or launch dooordash website for web version
2. Enter address or click on auto fetch address button to locate your exact address
3. Browse through the available restaurants within your 2km radius range
4. Select your favourite restaurant
5. Select food from the menu
6. Select items and add it to cart
7. Select on Checkout option
8. Enter credit/debit card details and wait for your order to process
9. Congrats!! The restaurant is preparing your order
10. Set up the kind of notification updates you would like to get
11. Check the live location of the robot
12. Enter the CVC number on your credit card to unlock the food carton
13. Leave a review

Operations Team:

1. The admin can register a new team member upon clicking the “Sign Up” button and adding all details required along their official email address
2. Invite to join the team will sent to newly signed up user on their email address
3. Enter your login credentials on DashDoor Restaurant Management System landing page
4. User will landed on the dashboard page
5. Select any map view the view the robot on delivery and how far they are from their destination
6. In case of emergency, user will navigate to “Bots” tab
7. Click on action three dot menu
8. Select the option “Take Manual Control”
9. Select which robot you would like to take manual control of
10. Use the controlling functions to manually drive the robot
11. Use manual controlling to deliver the food
12. Pick up a new request

DOORDASH

Sign Up

Robotic Delivery is Here!!!!!

DOORDASH

Email

Password

Login

Forgot Password?

DOORDASH

Welcome, Mariam!

Dashboard

Orders

Bots

Analytics

Help Center

Log Out

Bots Cameras

Product Availability:

For customers, the application will be available on Android,IOS and web version, which the user can simply download from Google Play or App store. For the Operations team, the application will be pre-installed in their work laptops/desktops to save their time with the installment process.

Pricing Strategy:

Currently, the cost for each last-mile delivery is $2 via human delivery which can be easily scaled down to $0.60 through robotic delivery.

We will be offering promotions on robotic deliveries, if the order amount exceeds over $25 then the delivery charge will be waived but if the order amount is less than $25 then the customers will be paying $5 on their order.

We will be able to offer 80% cheaper deliveries than the normal delivery, This will grow our market share up to 65%

Return on Investment (ROI)

Cost:

Assumption of launching 50 bots for food delivery:

- Manufacturing cost of per Bot = $5,000
- Maintenance per bot every 6 months = $1,000
- Application Development Cost = $40,000
- Marketing Cost per month = $15,000
- Total Cost = $520,000

Impact

- 50 robots * 4 deliveries per hour*8 hours a day* $5 per delivery * 365 days
- First Year Revenue $2,920,000 (2.9M)
- ROI for first year is 65%