

Training Guide for Sales and Customer Support

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

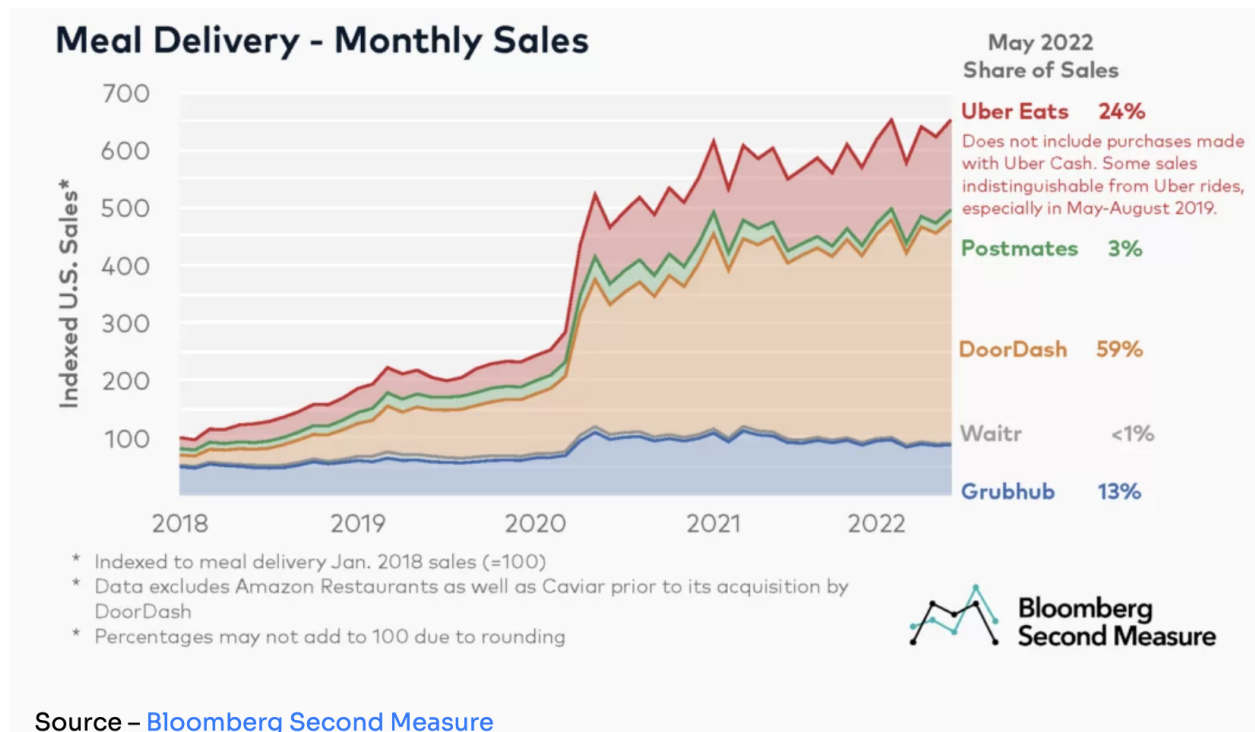
Market background:

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 near 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 its 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.



- 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:

The service availability will be calculated depending on the bots in current use. If bots are available users can choose bot delivery and select robotic delivery from the checkout screen. This will keep the customer exciting and curious. Once we have a good numbers of bots available then robotic delivery will a preselected option.

Acquisition Channels:

1. Bots on the roads

Since the bots will be seen on the street, road side walks it is the best and most organic way to market our product and attract customer. As walking bots will attract alot of clients

2. TV ads and BillBoard

Launch a ad on TV, showing how the robotic food delivery is something that has come up from feature. Add billboards on the roads, with amazing graphics with bots to make people curious

3. Social Media Handles:

Launch paid market campaigns on Instagram, Facebook, LinkedIn etc

Pricing:

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%

Bonus & Rewards Model:

1. Referral Model:

In order to attract more customers, we will be using referral program. Each customer will have their unique code that they will be able to share with their friends/family. The friends or family can then use this code when they make their first order on our platform. This will cause in a free delivery for the first-time user and also give a credit of \$5 to the customer who gave their referral code.

2. Membership Model:

Customers can get memberships through our DoorBot platform. The membership will cost \$50/month which will cover every delivery for that month. If customers decide to go with the membership model, they can order as often as they want in a month without paying the delivery charges for every single order.

3. Bonus Model

If a user has placed around 30 orders per month they will get 3 free orders from any of their restaurants