13. What could we do to maximise profit?

This depends on the percentage of orders. Having a fewer number of orders means you won’t be able to make much profit compared with having a greater number of orders.

14. Are there conditions in place if a large order is made to prevent risk?

Larger orders are capped at £150, and you can only place 5 orders at a time. After this, you must call the store to collect, instead of having the food delivered. There’s an internal list that stores the risk of people not paying after delivering with cash, which can be used to identify when the customer should be forced to pay by card.