Doordash Navi Marketing Guide

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Training Guide for Sales and Customer Support

Doordash NAVI

enables operators to navigate the AVs remotely should there be a need for rerouting, and offers real-time visibility into every step of the delivery process. Increasing the efficiency and productivity of our operators.

This product addresses our shortage of dashers and the surge in fees when there are not many dashers available. This works hand in hand with the operators to **reduce the delivery fees** for our customers, s**horter wait times,** and even **increase the volume of deliveries we do.**

Market background:

People who live within the 2-mile radius distance from the merchants in the hubs that we will be placed in the cities where this service will be available.

Target Market:

- Doordash Customers
- Major metropolitan areas
- Professionals in Business Districts
- Age range: 18-45
- Students
- Tech-savvy individuals

Competitors:

Skip the dishes
$641.9M in revenue with 67% market share.
- Available in 100 cities & 16,000 partnered merchants throughout Canada.
- It started in Canada that's why it's more focused on the Canadian Market.
- Has not yet shown any interest into delving into self-driving robots. (cannot find any

article)

Uber Eats
$148 Million revenue with 44% market share.
- Available in 30 cities and has 8,000 merchants throughout Canada.
- Uber One a monthly subscription for $9.99 also gets you: Get 5% off on Uber rides.
- Fastest delivery because they also use the cars available for Uber.
- Poses the biggest threat to Doordash due to:
  - Huge Cashflow: backed by a major publicly traded company Uber.
  - Has already launched Self-driving robots in Miami In partnership w/ Cartken Uber Eats is piloting delivery bots with Serve Robotics

Sources: mediaincanada, growjo, newswire.ca

Product Background:

Key Features:
- **Track Delivery**
  - View the status of deliveries
- **Navigate**
  - Remotely navigate self-driving robots & access cameras when there is road interference.
- **Map**
  - Overview of all the fleet's pin locations.

Benefits to users and consumers:

Doordash Operators:

- Can manage 10 or even more fleets at a time with ease and precision ensuring that all deliveries are on time.
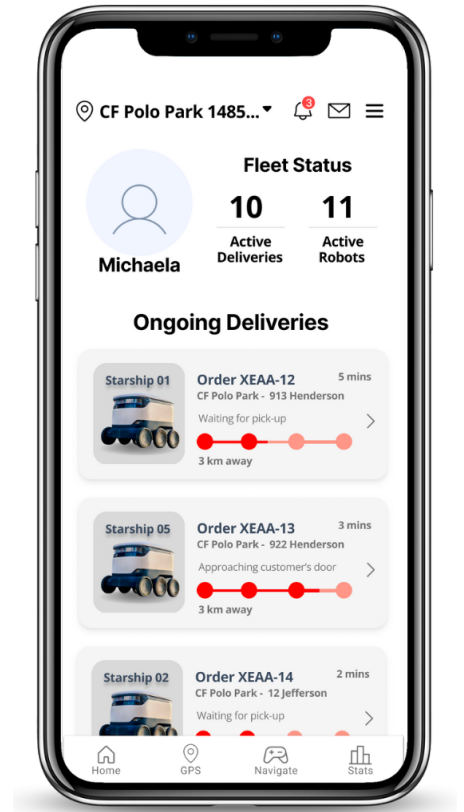
Doordash customers

- Will experience faster deliveries.
- Lower delivery fees.
- Exciting experience seeing this new technology.

Doordash merchants

- Will have lower commission fees.

Dashers

- Can maximize their earnings because they will get longer distances which gives them higher rates.

How to use the product:

User Guide link

Where users can find the product:

App Store and Play Store.

Pricing:

[Disclaimer: the tool we created is for the internal operations team of Doordash]
- **The app is free to download.**
- **Delivery fees will be reduced from an average of $6 to $3 minus tips. Reference**