

Retail & Service Business Strategies

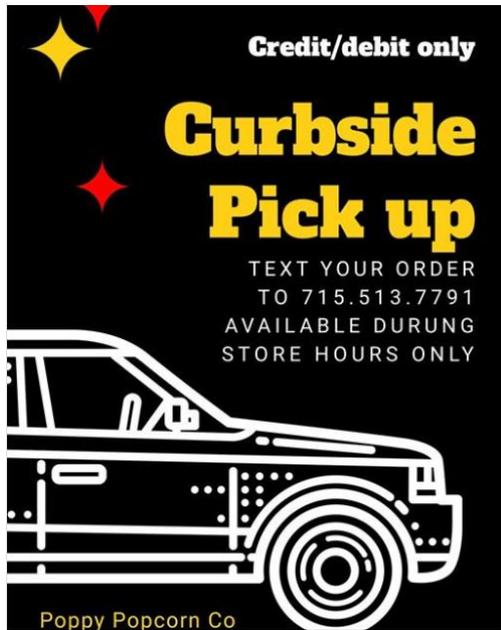
Retail and service businesses may need to be creative to accommodate new customer habits. Considering the needs of home-bound customers can help shape effective strategies for your business is essential for maintaining even a minimum of sales during the next eight weeks. Consider the following list of potential strategies, grouped by business type, to identify strategies that may work for your business.

Restaurants

- Delivery/Curbside Pickup – allow customers to order ahead for delivery or pickup. See the resource guide at the end of this document for setting up delivery partnerships.
- Family Meal Options – consider a family meal option that packages a family-friendly meal (main dish and sides) as a dinner-to-go option.
- Continue your existing bar trivia events with online live-stream options (after, of course, coordinating for pickup of growlers-to-go).

Example Marketing Materials For Businesses

Many businesses have developed innovative products and services, or are packaging existing services to accommodate social distancing. Below are some creative marketing messages and social media posts that highlight unique services that acknowledge their customer's needs.



Delivery How-To:

When Delivery Services Are Available (major metros & adjacent)

- Before signing up for a delivery service – make sure to research pros and cons of every service you're considering
- Most third-party applications offer prohibitively high fees, especially for small and mid-sized restaurants.
- Use the data from your POS to crunch the numbers before you decide which margins will be profitable to your business
- Update your Menu
 - o Before uploading your menu to a third-part site – make sure you review it carefully
 - Are prices accurate?
 - Do you want to offer a discount to guests who order certain dishes online?
 - If any of your offerings will travel poorly, you might consider removing them from the online menu
- Train Your Staff
 - o If you are hiring your own delivery drivers, make sure they all have proper insurance and that their cars are in working order
 - o It is also important that you take the time to train your employees to handle phone calls from online orders
- Be Mindful of your Capacity
 - o Size of your takeout containers
 - o Speed at which your chefs can cook
 - o Number of orders each driver can fit in their car
- Track Your Progress
 - o Once you start working with a food delivery service, use your POS to keep careful track of every order
 - o Track which items are the most profitable, and which ones don't get ordered at all

DoorDash

- DoorDash is currently the market leader – using its Y-Model, focusing on all three segments of the delivery process (users, restaurants, dashers) to create an experience that all parties walk away from satisfied
- The company aims to partner with diners, restaurants, and its drivers to achieve an honest sense of cooperation
- The mobile app boasts a very user-friendly interface which allows GPS tracking, status updates, and instant customer service
- Most partners place their order commission around 20% - one of the smallest fees in the industry
- Operators may choose to pay steeper fees to have their establishment appear higher in searches

Grubhub

- Since 2013, Grubhub has acquired 12 other third-party delivery startups, including Eat24, Foodler, and Seamless
- Their overall share has dropped from 28% to 26.7% with the aggressive growth of DoorDash. Although Grubhub boasts 14.5 million users across 1,700 cities and 80,000 restaurants

- Where Grubhub differs from most other services is the ability to allow restaurants use their own delivery staff – this means restaurant operators can maintain more control over their delivery operations, but still benefit from the marketing power and convenience of Grubhub’s ordering system
- POS integration make it a seamless transition so that orders coming via their website or app pop into your queue no differently than your waitstaff entering it in at a POS device
- With this wide range of service levels, it is no surprise their range of fees reportedly spans from 15-30%

When Delivery Services Aren’t Available

- Restaurants Already Doing Delivery
 - o Reach out to restaurants in your community that are already have delivery options and see if you can create a partnership with drivers or other services
 - o A partnership could be positive for both parties - by sharing their drivers or cars they will also be sharing the cost with you
- Cab Companies / Rideshare
 - o Reach out to local cab companies or rideshare companies and see if they are interested in partnering with your restaurant for food delivery
- Start a delivery service for your Restaurant
 - o Upgrade your POS system - you need a POS system that can handle delivery
 - o Check your kitchen line
 - o Decide who provides transportation
 - When it come to hiring employees for delivery, there are a couple of different paths to take.
 - Hiring someone to be a part-time delivery person
 - Hiring someone full-time who does nothing but delivery
 - These employments closely resemble using a contract worker
 - Will delivery employees use their own vehicles or will you invest in your own company cars
 - o Package food in branded wrapping
 - Invest in sturdy, temperature controlled, and possibly branded materials to keep food intact and delicious
 - o Design a takeout menu
 - o Minimum Deliveries & Tips
 - Having an employee leave for upward to an hour at a time while on the clock will start to add up in labor costs
 - Many restaurants have a required minimum order amount before delivery is an option
 - Some restaurants also include a delivery service fee
 - You also need to consider your tipping policy
 - It is custom in many places to be ready to tip your driver but with an increasingly digital world, many customers pay with card and may make things complicated by having to add a tip to an already run check
- My HomeTown Delivery app <http://myhometowndelivery.com/>

- The app helps you earn money on your own schedule and have more time to pursue your dreams and goals – set your own fees and get paid for every delivery you make
- With the My HomeTown Delivery App, drivers utilize the app to connect with customers, manage orders and make deliveries
- A grocery/item delivery app that helps connect drivers and customers with one another to get all kinds of delivery services
- The My HomeTown Delivery App is an easy way to get a little extra help when you need it – easy to use
- Network of independent drivers is growing daily and the app helps connect customers with drivers in communities across the country