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OVERVIEW

background of the organization

the challenge(s) before the introduction of modern technology

insights to the modern technology introduced

the impact of the technology introduced

lessons that can be drawn from the case study

What is Deliveroo?

- Delivery food company
- Founded by a banker Will Shu after a while with Gregg Orlowsky software developer
- First in this field through digital technology

Motto is 'proper food, proper delivery'

- Biggest company in U.K.
- Order's Track and trace
- Comfort of your home
- Very important in these latest time with the pandemic
- Not just fast food but also fancy food

Restaurants

Drivers

Customers

Deliveroo's Challenges

Competitors

Deliveroo's Challenges

- Early stage of

smartphone

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- Waiting time

Deliveroo's Challenges

Lockdown challenges

Impact of the digital technology

Ability to track and trace

Impact of the digital
technology

- Communicate with each other in an immediate manner
- Deliveroo users
- Deliveroo restaurants

Insights to the Modern

Technology Introduced

Deliveroo vs Digital Technology

(FRANK)

- Predict the order volume expected
- To work out how likely a rider is able to attend the run
- To ensure the right numbers of the riders is on the road
- No customers will be at home hungry waiting for food

Challenges Post Digital Technology

- Bad weather & Events
- Ensure orders are delivered within 30 mins

How Deliveroo

Manage the Challenges

- Minimize
 - Minimize the Numbers of restaurants available to a customer
- Look
 - Look into the orders available and assign to a driver automatically
- Offer
 - Offer more than 1 order to a driver attending same location

Deliveroo's
Case Study Overall

This case study discussed Deliveroo, a fast-food delivery company with a large supply chain worldwide.

As it can be seen from this case study, digital skills are highly crucial nowadays. Without technology, Deliveroo would not be able to develop any farther or reach all of the goals that it has so far, that's why we've picked this firm.

It struggled at first to break through, but with the appropriate technology and digital abilities, it has outperformed what other firms tried and failed to do.

Lesson drawn from the Deliveroo's Case Study

- Firstly, It is very remarkable that digital technology is one of the major topics in this company, and that without it, Deliveroo would not be that huge business that it is now. In fact, the primary founder's co-worker is a software engineer.
- Moreover, this pandemic has undoubtedly been beneficial to this firm, and with the timely creation of their software, they have inspired a new era in the fast-food sector.

Conclusion of the Deliveroo's case study

- In conclusion, we can say that Deliveroo is a great company which has increased its capacity very fast.
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- Also, Deliveroo never stopped expanding its expertise in all fields of technology and this has brought only benefits for the company.
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- And lastly, the good success needs greater time. A tiny start-up may grow into a large corporation only by being patient and putting in a lot of effort, such as Deliveroo.

References

- Image source: [C BY-SA-NC](#).
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