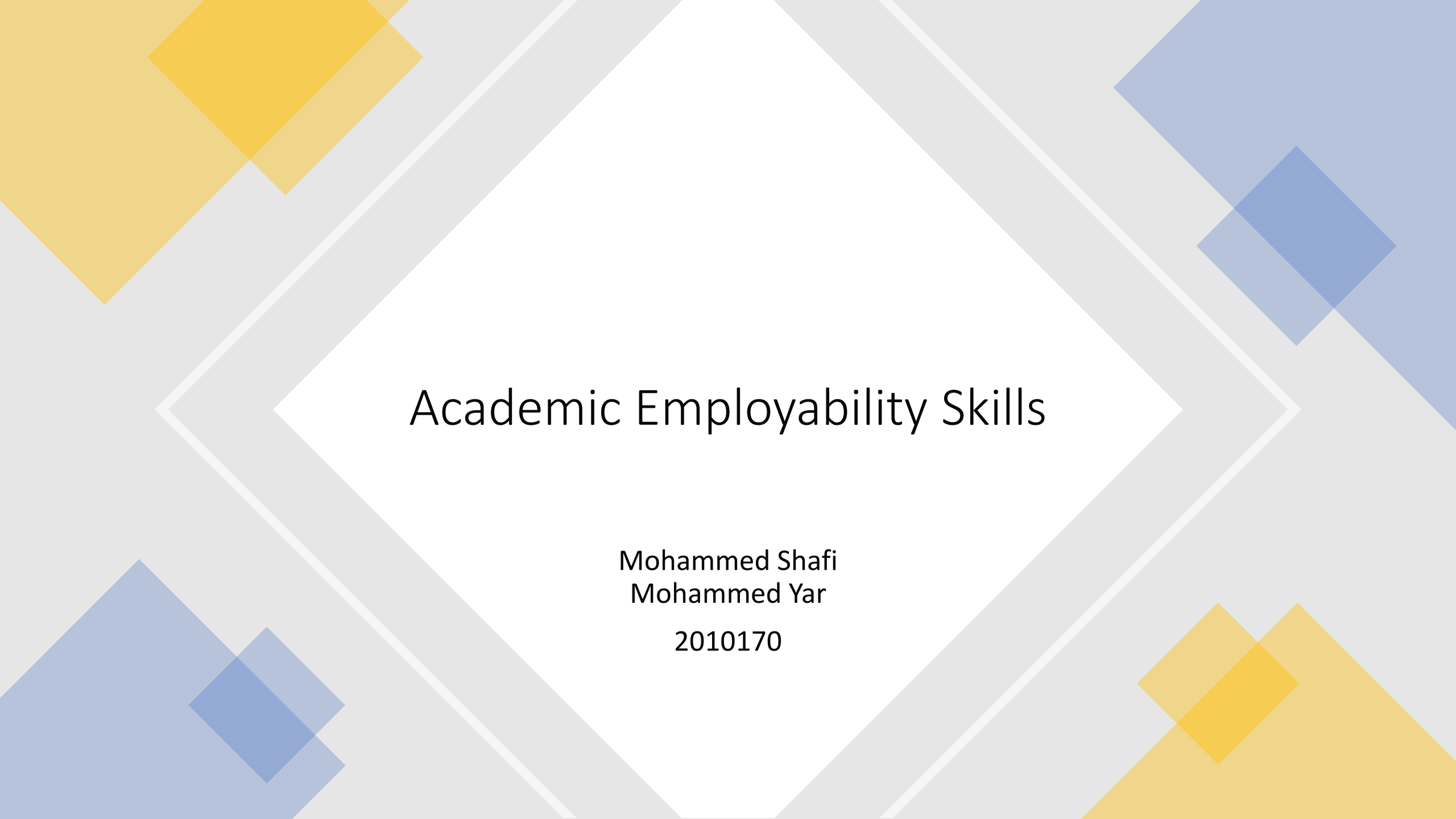




Academic Employability Skills

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Food Delivery Service

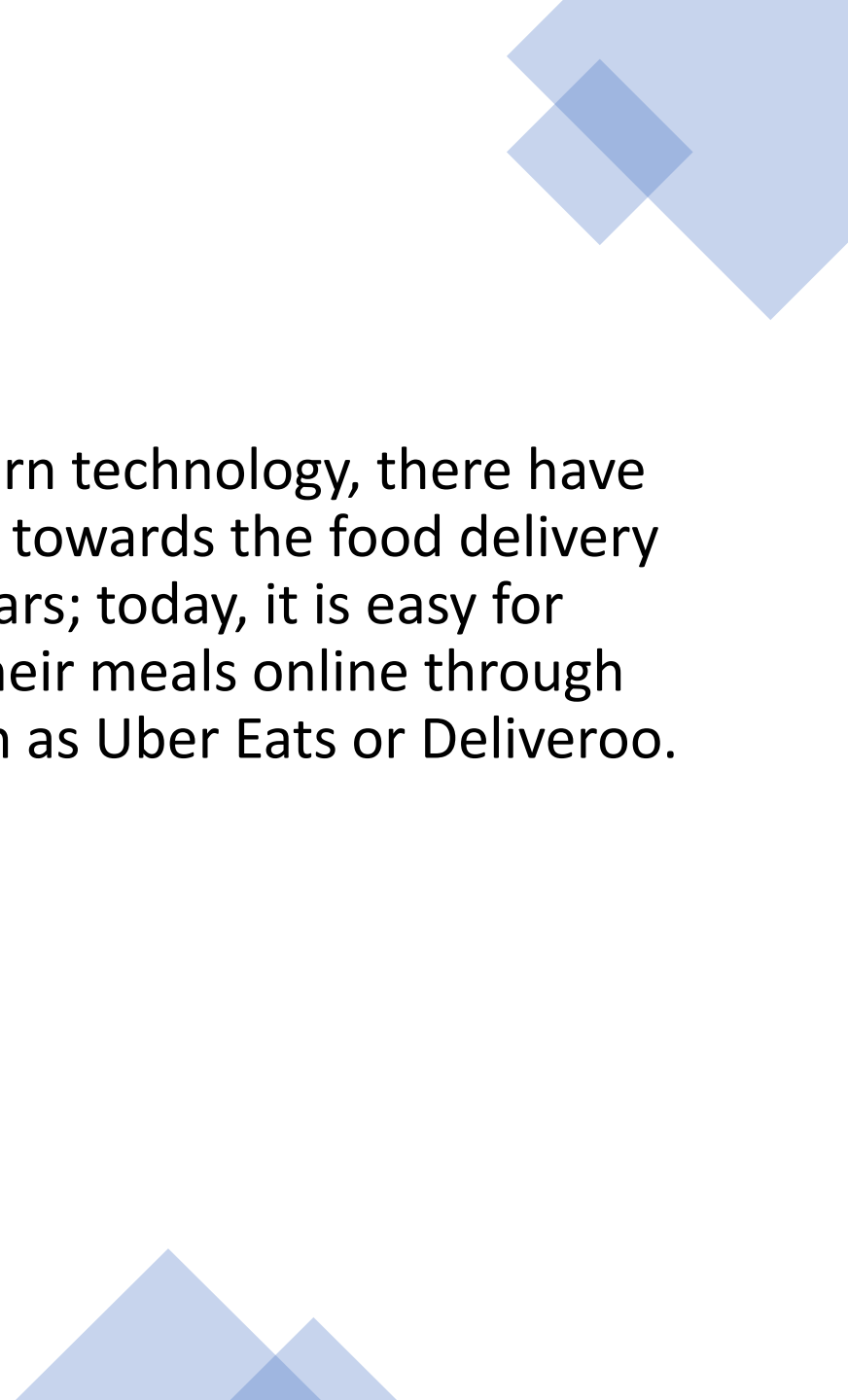
- The concept of a food delivery service is something that we have been introduced to at a young age.
- The food delivery sector is always increasing, with more and more people relying on a delivery service for their every need.

The History of Food Delivery

- Food delivery services have been dated back to as far as Ancient Rome
- The Ancient Romans loved the ideas of eating 'takeaway' meals from the comfort of their own homes, much as we do today



Modern Revolution of Food Delivery Services

- With growth of modern technology, there have been a lot of changes towards the food delivery sector over recent years; today, it is easy for customers to order their meals online through websites or apps such as Uber Eats or Deliveroo.
- 

Skills

- Driving skills
- Knowledge of local area
- Computer skills
- Communication skills
- Hygiene awareness
- Working under pressure
- Time management
- Self motivation and self determination
- Understanding of risk assessment and health and safety



The Food Delivery Sector

Pros



Delivery offers a wider range of customers for a business, therefore increasing profits.



Restaurants often see a 20% increase in check sizes when people order online compared to in person.

Cons

- However, there are cons to the food delivery sector. You have less control over the customer's perception of your business, road traffic or increased delivery times could alter the customer's opinion of you and your business.

Opportunity

Online food delivery gives more profit with less expense. There is no need for a large premises, all that is needed is a kitchen, a few trusted staff.

Due to the current Covid-19 pandemic, people are hesitant to go out to restaurants, causing the food delivery sector to see a rapid increase in growth as more people become reliant on these services.

Overall Covid - 19 has had a net positive impact on frequency and spending on online food delivery and majority of new users (57%) are likely to use again.

Customers are willing to pay high delivery fee.

Analysis

Strengths	Weaknesses	Opportunities	Threats
Experienced Staff	Limited Capital	Food Trucks	Covid-19
Strong Delivery System	Lack of Trust amongst public	Alliances with Bars	Competitors may have cheaper prices
Fresh Food		Cross Country Expansion	Restriction with Food trucks
Modified Menu			Food Contamination.

References

- Folo-Blog
- Touch Bistro