

SWIFT DELIVERY INC.



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EXECUTIVE SUMMARY

Before the pandemic we can admit that some users are guilty of using food delivery apps because they are too lazy to cook or they are just too busy. But, almost everyone who has access to a smartphone uses food delivery apps. We can expect that well known food delivery apps like Doordash have gained a massive amount of new customers during the pandemic, and this is because millions of us were afraid to step outside during the beginning stages of the pandemic. We have to remember almost everything was closed to the public and we were only relying on essential businesses that stood open. Including food services that only allowed customers to have access to the drive through. Food delivery apps like UberEats are very essential because many of us are either coming home late from work or still paranoid about indoor dining. Our team “Swift Delivery Inc” will be collecting research on food delivery performances during the pandemic from consumers point of view. “Swift Delivery Inc” will be studying which food delivery app is the most preferable and why that specific app was more successful during the pandemic amongst the New York City Marketplace. Our team conducted a survey based on food delivery apps performances during the pandemic based on an average New Yorker. As our experience survey, we had the opportunity to interview a loyal UberEats customer, Mariah Gutierrez. Gutierrez shared her personal opinions and experience when using food delivery apps. Her answers helped us get a start on which app to expect that will be the most preferable and has the best performance. Of course that didn’t mean our investigation was going to stop from there.

Research Team Members



Nicole S. Belski (Project Director) - Nicole Belski, 22, is currently a full-time student at New York City College of Technology. She is majoring in Marketing and Sales, and is looking forward to receiving her Bachelor's degree in the near future. She has studied overseas in Sydney, Australia, and has completed several business certifications while studying there. She hopes to one day use her marketing degree in the music industry, alongside her upcoming music management degree. As **project director**, she is responsible for the overall completion of the research project. This includes assisting fellow team members with research analytics about the chosen market as well as assisting with various writing components.



Ashley Y Baez (Research Analyst) - Ashley Yerissa Baez, 19, is a full-time student attending her first year (second semester) at New York City College Of Technology. Her

major is Business Fashion Of Technology, she would also like a minor in Fashion Design. Ashley aspires to acquire her Bachelor's Degree in May 2024. Later on, Ashley will be an intern manager at an important boutique in New York City. Business Of Fashion is Ashley's fascination and being an extrovert is a skill that Ashley possesses. Once Ashley graduates from college, her dream is to own multiple fashion boutiques all over the US and other countries as well. All her merchandise would be accessible and affordable for her customers to obtain. She also plans to buy her parents a luxurious home in Florida and one in the Dominican Republic. Ashley also will move to Florida and start her first fashion boutique there. I will be the **Research Analyst** and my commitment is to research and collect data and share it with the other members of the committee.



Roaa A. Nasser (Statistical Writers)- Roaa Nasser, is 18 years old and English is her second language. This is her first year (second semester) at New York City College of Technology. Her major is Business and Technology of Fashion. Some of her goals are to get an Associate degree and improve her skills for future work opportunities. She hopes one day to open her own business concerning fashion and photography where she can express her thoughts and work in a very unique style. She would like to find a job that she's passionate about. Her hobbies are editing photos/videos, volleyball, and traveling. Roaa will be the **Statistical Writer** for her group, responsible for writing and editing, and collecting information for the research project paper.



Alyssa Noemi Skerret (Research Analysts) - Alyssa Skerret is a current full-time 19 year old student who's attending her second year at New York City College of Technology. Her major is Fashion and Business, and her dream is to become a successful designer who

wants to design purses and sunglasses. She plans to make her products affordable. Once she graduates from college she wants to leave New York and move to Arizona to start her career there. Alyssa doesn't see herself working in an office, she wants to be known for her creativity. Alyssa will make sure to buy her mother a beautiful home because she deserves it for after all she has done for her. I will be the research analyst and my responsibilities are collecting and sharing information that I found.

Alpachino J. Howard (Co-Director) -



Alpachino Howard, 20, is currently a full-time student at New York City College of Technology (City Tech). He is majoring in Marketing Management and Sales. He's going to be a successful Actor and Musical Artist (Rapper), and Stockholder in numerous companies. He's currently going to college for financial knowledge. As the **Co-Director**, he's also responsible for the

overall completion of the research project.

Problem Discovery and Definition

Target Population:

- Ages 16-29
- Social media/smartphone users
- Working people who lack a substantial amount of free time
- Young adults with a surplus of disposable income
- Antisocial people

After gathering all the information from our questionnaires and completing our data analysis, SWIFT DELIVERY INC was able to break down the results of our target population questionnaires into specific sections that provide information about our target population. The results are 18% of the respondents were 18 and under years old. 72% of the respondents were between 18 and 24 years old. 14% of the respondents were between 25 and 34 years old. 2% of the respondents were between 35 and 44 years old. Also, 2% of the respondents were between 55-64 years old.

The majority of the respondents were 40% Students. 24% of the respondents were Employed Full-time; while 18% Employed were Part-time. 8% were Self-Employed, and 10% were Unemployed. Majority of the respondents income were 60% under \$10,000, 12% of the respondents income were between \$10,000 - \$14,999. 16% of their income were between \$15,000 - \$19,000, 6% were between \$20,000 - \$24,999. 4% of the respondents income were between \$20,000 - \$24,999, and 2% were \$50,000 or more.

Most of our respondents were 48% Hispanic/ Latino, 14% of the respondents were Asian also, 14% were African American. 12% of the respondents were caucasian, 8% were Mixed race. 4% of the respondents were (Other). 52% of our respondents were Female and 48% were Male.

Problem Statement:

To distinguish the number of customers who purchased food delivery apps before and post the Covid-19 global pandemic which led to exponential growth within these platforms?

Are people spending too much money on food delivery apps? And why might that be?

Research Objectives:

- a. To find out why customers are consistently purchasing from food delivery apps despite additional fees
- b. To discern why food delivery apps grew during the pandemic and the factors that went into that
- c. To determine each food delivery apps services and what makes each one appeal to a certain demographic

Research Questions:

a. At what time do most customers order food? The highest demand for food delivery occurs during lunch (generally 11 a.m. - 2 p.m.) and dinner (generally 5 p.m. - 9: 30 p.m.).

b. What are the available payment methods for food delivery apps? Either Card or Cash

c. What caused the big growth for most food delivery companies during the pandemic?

Panic buying and fear of contagion are driving many consumers to download grocery and meal-planning apps during the coronavirus crisis.

d. What is the most popular food delivery app and why is it so well-liked amongst the rest of the competition? Ubereats and Doordash

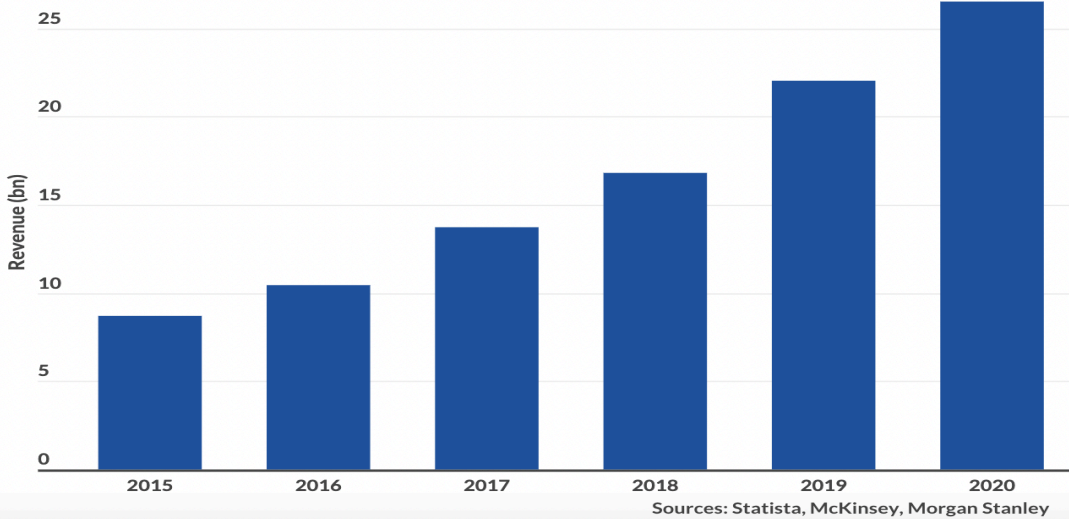
e. Do food delivery apps assist small businesses? These apps have been extremely beneficial to make any restaurants that have been unable to host dinners and have had to switch to delivery models, as well as laid-off workers who are desperate for work. For businesses, the apps make it easier to reach a large audience and conduct online sales despite the pandemic, and they instantly put a staff of delivery workers at their fingertips. However, the convenience comes at a price. The food delivery companies were charging the restaurants and diner fees for delivery, commission, processing, and promotions. Which ends up hurting the small businesses.

f. What are some of the changes that food delivery apps made before and after the pandemic (services, price, etc...) The food companies had to make sure their customers had an easy and excellent experience ordering their food and having it delivered. The company had to add a bit more feeds to each order because they needed to pay their delivery personnel and since it was Covid everything got extremely complicated.

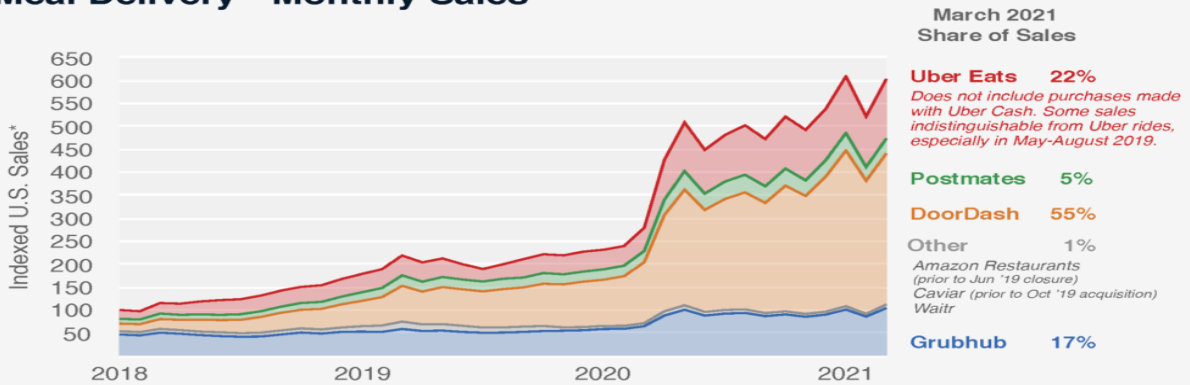
Hypothesis:

- Our research team believes that the Covid-19 pandemic was not only the reason for a massive increase in revenue for food delivery app services but that it will continue to grow for several years post-pandemic.
- This will continue despite increases in fees and taxes.

US Food Delivery App Revenue

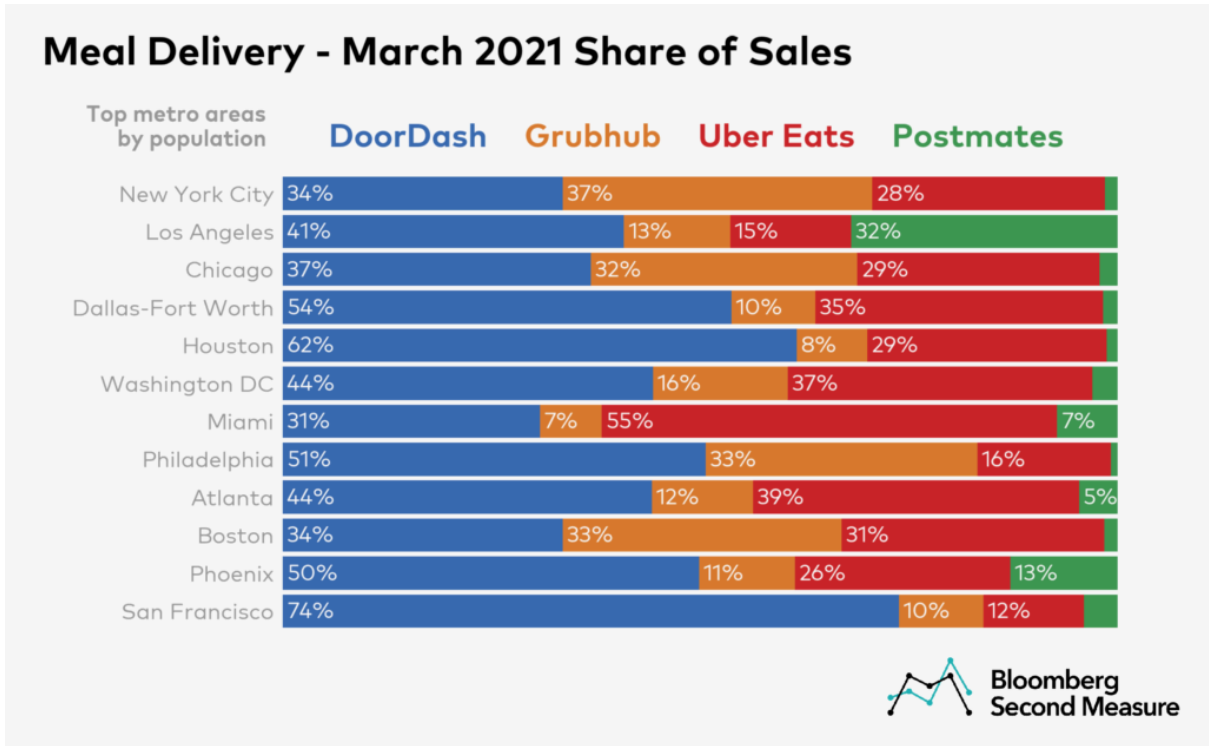


Meal Delivery - Monthly Sales



* Indexed to meal delivery Jan. 2018 sales (=100)
Percentages may not add to 100 due to rounding.





Secondary Data Research

Our lives have all drastically changed while we continue to struggle through this pandemic. In the beginning of the pandemic, indoor dining was completely closed off to the public. Many people rely on restaurants and fast food chains to supply them with meals throughout the day. Since this became inaccessible in-store, it led to a massive spike up in food delivery. A year after Covid-19 hit, many restaurants are now allowing indoor dining. Unfortunately populated cities, such as New York City, can only allow indoor dining with a limited capacity of approximately 25%. Despite this, we have found that people are still continuing to use food delivery services in unprecedented quantities.

Many people use food delivery services for a plethora of different reasons. This includes not wanting to wait on line, not wanting to put themselves at risk from catching Covid-19, or perhaps they are exhausted at the end of the day and have no desire to cook a meal. Ultimately, it comes down to convenience and safety. With the ever increasing demand for these food delivery apps, revenue has been reaching absurdly high numbers. How well were these popular food delivery apps doing financially before the pandemic? CNN Business reports that Grubhub, a well known food delivery app, was doing terribly and were even on the brink of selling their company.

This Covid-19 pandemic has been, and still is, the golden chance for food delivery companies to grow and expand. Despite many businesses closing their doors, these delivery services we're able to contribute greatly to the American economy. People that are stuck at home all day want good services that aid them in their hopes of remaining in a safe environment. Food delivery was almost a requirement for many people. Companies like Doordash, UberEats and Instacart were prioritized. As they grew financially, they were able to optimize services that increased the customer's overall satisfaction.

Food delivery apps have become very essential to us as customers and to those who own businesses. With cases surging every day, many people are going to avoid indoor dining. MarketWatch reports, "Four top U.S. food delivery apps saw revenue rise \$3 billion collectively in the second and third quarters, as the coronavirus pandemic required shelter-in-place restrictions." Those four delivery apps were Doordash, UberEats, Grubhub and Postmates. These companies are doing financially well but for how long? Customers who use UberEats know that they get charged a lot of fees. For example, if a customer orders just a coffee from their local restaurant, the customer is going to be charged with a small fee order that includes the delivery

fee, service fee and taxes. Eventually, customers are going to realize that they are being overcharged and going to want to also avoid food delivery apps. Especially, for families who are financially struggling during the pandemic.

Customers may be spending a lot of money on food delivery apps but it is not just benefiting the well known food delivery apps, it is also benefiting local restaurants. Doordash says “It has saved restaurants in the U.S., Canada and Australia at least \$120 million in commission fees during the pandemic, and that its service has kept many restaurants in businesses.” So, even though customers get charged a service fee, service fees do tend to help saved restaurants due to the fact that a lot of businesses had closed during the pandemic. If it wasn’t for food delivery apps like doordash or Ubereats, restaurants wouldn’t be seeing constant orders from customers.

Experience Survey Questions

Name: Mariah Gutierrez

Most food delivery app the customer uses: Ubereats

Date of interview: 3/8/21

1) Are you the only one who uses food delivery apps in your home ?

No.

2) After purchasing from a food delivery app, do you sometimes regret using the app and wish you cooked at home instead?

Yes.

3) What are the main reasons you would use food delivery apps?

Sometimes I come home from work late and I don't feel like cooking or I don't have enough time to cook because I'm a full time college student., I just ordered out instead.

4) Since everyone is cautious during the global pandemic, do you use food delivery apps less or more? Why?

I used food delivery apps more because I feel safer eating inside my home instead of eating indoors.

5) Which food delivery app do you think makes more money?

I believe ubereats make more money because of advertisements, door service, efficiency. Whenever I have an issue with my food delivery they always resolve the issue quickly.

6) What is your least favorite food delivery app and have you ever had a terrible experience with that app?

Doordash is my least favorite because I noticed a different price range between Ubereats and Doordash. I find doordash more pricey which is ridiculous if the fast food restaurant/restaurant is not that far from me. I also got frustrated when my food arrived cold with the hands of Doordash.

7) What is your opinion on those who chose to work throughout the first week of the Covid lockdown?

It was a huge relief because everything was closed and there were times when my family and I were craving food from outside, and we were all wondering how it would work since indoor dining was closed. There were times when I worried about essential workers because I was wondering if they were afraid of catching covid19 and putting their families at risk. It's understanding that essential workers have to work because without their services, we wouldn't be receiving our necessities and this also helps essential workers since they are bringing money home for their families, especially since many people have lost their jobs and homes.

8) Do you receive any discounts from the aforementioned apps?

The most discounts I receive is from Ubereats. Some of these discounts provide free delivery or 40% off and if I'm lucky the free delivery apps last for about two days.

9) Do you give tips to those who deliver to you?

It all depends on their service.

10) How likely are you to recommend using a food delivery service to a friend from 1-10?

I would say 8 because the prices are affordable depending where your location is at. Ubereats will definitely give you your money back if there were any items missing from your order or if your order came in damage. So, it's pretty

Planning The Research Design

Research Design

Research Design is a plan that specifies the methods and procedures for gathering and analyzing the information. It details the procedures necessary for obtaining the information needed to structure or solve business research problems. Our research design is based on conducting a survey. A survey also known as a research technique gathers information from a sample of people with the use of questionnaires. Our research design was to determine how well food delivery apps performed during the pandemic and which food delivery apps are more preferable. The top five food delivery apps are Ubereats, Just Eat, Grubhub, Takeaway.com, and Doordash.

Methodology

The methodology is the process used to gather information and data to make business decisions. Techniques that are included in methodology are publication research, interviews, surveys, focus groups, experiments and so much more. Our Methodology within this research was to conduct a survey with various questions to determine how well food delivery apps performed during the pandemic, based on the New York City Marketplace. We designed a questionnaire with questions that would guide us to classify the preferences of our sample group. Our group (*We need a name for our group*) decided that a Cross-Sectional study would be the best way for surveying. Cross-Sectional collects information from any given sample of population elements at one point in time.

Selection of the Sample Design

~ Definition of a Sample;

Any procedure that uses a small amount or number of items to make an assumption or a conclusion that it's related to the whole population.

~ The two major types of Samples, (Probability and Nonprobability defined);

- **A Non Probability sampling technique** consists of unit selection that is convenient to the interviewer. There is no known guarantee that a member of the population will be chosen to participate.
- **A Probability sampling technique** is when every member of the population has a chance of being selected for participating in a survey no matter who you are.

~ Which sampling technique will you be using and why?

Our marketing team went with the convenience sampling technique. A convenience sampling technique can best be described as a type of sample that can be conducted in favor of the convenience of our marketing team. We will be surveying members of society who are conveniently available to us. This includes fellow peers, classmates, family members, coworkers, and friends. We chose this technique because we felt as though it was applicable for the type of research we require. We found this to be a favorite selection because we would not have had to find referrals, we did not have to find representatives. We chose people who were convenient to us.

~ Describe your Target Population and give a profile of your Target Population.

A Target Population is better known as groups of individuals who are involved in a study. Doordash's target population ranges from 16-35. This includes students who may have a part-time job and are still attending high school or college. Along with young adults who work part-time or full-time, and individuals who work at home. Food delivery apps were made for

customers to easily receive their food, whether from their home or workplace. Apps like UberEats were created in August 2014, and are still being used all around the world, along with other food delivery apps. Our Target Population would be young adults between the ages of 18-35, both female and male, with an income of \$25,000 or more a year. We believe students and employees who work at home are most likely to use food delivery apps during the ongoing pandemic.

Collection of the Data

Pretest

A pretest is essentially like a practice run for our questionnaire. Prior to sending out our completed questionnaires to 50 cooperating members, we sent out a pretest to see how we could improve while still in the 2nd draft of our questionnaires. Much to our surprise, we received excellent feedback on how to improve our second draft. Most respondents told us to rephrase certain questions or to eliminate them entirely. This helped us figure out how to properly format the questionnaire in a way that was understandable to most respondents. We conducted our pre-testing by finding at least 5 cooperating consumers who we felt would be able to provide us with their honest opinions. Our questionnaires were viewed and completed through emails, text messages, phone calls, and in-person alongside those who live with us. We had to make sure each question was clear enough for the respondent to read.

Our team goal was to ensure that our questionnaires were legible and easily digestible to a broad spectrum of people. We wanted to do everything we could to ensure our success with this part of the research. Originally, our questionnaire consisted of 30 questions but after hearing from our respondents' opinions, we chose to lower it to 27 questions. Our team supplied all respondents with the option to leave any suggestions, critiques, or concerns at the very end of our

questionnaire. We were told that some questions felt repetitive or unnecessary as a whole, so we removed them entirely. Amongst our pretests, it seems as though the preferable delivery apps were UberEats, DoorDash and GrubHub. We did not see this as a surprise, this was expected based on the research we had done prior to formatting our questionnaire. We kept in mind that these answers could change once we send our questionnaires to 50 people based on our revised target market. UberEats and DoorDash were mostly the respondents' top three choices along with GrubHub being mentioned often. On top of this, almost all respondents for our pretest said that they would order from these companies again in the future and reported an overall pleasant customer service experience.

From our pretest we learned that food delivery apps were shown to be helpful for the respondents during the beginning stages of the pandemic. On top of that, the results showed that they also value convenience over most aspects associated with ordering food from a delivery service. Taking all of the results from our respondents, we were able to improve our questionnaires by fixing a few grammar mistakes, adjusting questions that were difficult to understand, and by making sure each question appeared accurate. As mentioned before, we had eliminated three questions thanks to these pretests. Our team decided to incorporate a suggestion that consisted of changing the time slots from the morning, noon, afternoon, and night to instead having the choices read as morning, noon, afternoon, *evening*, and night.

I noticed a few respondents were curious about the demographic questions and why they had to fill them out. Our team let them know that it was necessary to locate our primary target market. Prior to sending out the rest of our questionnaires, respondents were made aware of the demographic questions to avoid any confusion. Finding our demographic is just as important as the rest of the questions! This helps us zone in on who does and does not fall in alignment with

our research study, and is very beneficial to our team. They recommended that we add some more graphic design to the cover page to make it seem more inviting. Going forward, we will be doing just that.

Main Study

Once successfully conducting the preset, we were able to enter the stage of collecting our data which is in the process of conducting the main study. This study gathers and analyzes information based on the current activities on services, products and markets that are put into the sale market, including the history of the customers from the past and current time for the service and product.

While conducting our main study, we had decided that it would be best if we conducted our questionnaires virtually due to Covid-19. Although America is healing slowly from the pandemic, as a team we decided to take safety precautions. We gathered our respondents from our workplace, students who are on social media, family and friends who can be reached by emails or through text messages. It was easier to access respondents this way and it was the safest way to proceed with our research study. In the research survey, our company attains an overall 100% response rate. The company completed the mission of having a minimum of 50 customers respond to the survey questionnaire.

Our questionnaires had likert and semantic differential scale questions, some questions like #1 and #2 were numerical scale questions on our questionnaire. These likert scale and semantic differential scale questions were structured by using checkboxes. The questions help the respondents to select the best conditions, options, and the right choice that matches them. Numerical scale questions were rating questions from 1 to 3. These questions were designed to

allow respondents to rate from their favorite to their least favorite food delivery app. Category scales questions like #3 and #5 is rating scale questions that are made up of several response categories, that allows respondents to choose which food service is best based on different factors based on fair prices, app designs, and user friendly. Question 6 addresses how often people buy from small local business restaurants, while question 7 talks about how much money do you think you usually spend in a month. Covid has indeed boosted food delivery services. All the respondents saw the factors that go into delivery service as very important. We added time frames from the morning to night and asked the respondent which time of the day do they mostly order their food. Everyone has different experiences when using food delivery apps, so we had the respondents address a bad experience with food delivery services. Some of the complaints were that the food arrived cold, items were missing, and one respondent even revealed that their delivery never arrived with their items and believes the person who was handling their delivery stole their food. When asking respondents if they have a membership subscription, most of the respondents revealed that they do not have a membership with any of the food delivery apps, while only a few respondents said they did have memberships. Our team thought it would be best if we included a “how do you feel” question that ranges from strongly agree to strongly disagree based on the required delivery minimum limit. It was also important asking our respondents on why they choose to use food delivery apps, based on the options of it being convenience, fast service, or having the fear of Covid-19. We wanted to know if people really trust restaurants to handle their food in terms of cleanliness with the options of checking off always, sometimes, rarely, and never. We let our respondents pick which food they mostly order from these services. The majority of the respondents said they prefer food delivery to order in person.

Towards the ending of the questionnaire, our team wanted to investigate our respondents' target group with the information of their highest level of education, age, ethnic background, current marital status, if the respondent has children, etc. Along with asking how many people live in your household, their current employment status or if they are currently a student who is attending college or high school. This is useful for the company to know because we get to know the target market adequately. Lastly, we wanted to thank the 50 respondents for participating by leaving them with a section to write any miscellaneous comments or concerns. We also left them a “thank you for participating” note!

Data Analysis

A) Editing

The editing process investigates the completed questionnaires and takes whatever corrective action is needed to ensure that the data are of high quality. This process ensures that our data is accurate before we can proceed with our investigation.

“Swift Food Inc” used this process to secure our questionnaires before giving it out to our respondents. It was our goal for our respondents to have a clear understanding on what they were reading and feel completely comfortable answering each question that was provided. By reaching our goal we fixed grammar errors and reread each question to see if we missed anything that had to be fixed as well. As we continued to do this process, some of the questions didn't make any sense or were not related to our topic. Along with answers to the questions that had to be rewritten, we felt our choice of words could've been better. At the very beginning, our questionnaire didn't conclude any demographic answers, it only consisted of questions about food delivery apps. Once we attached demographic questions, we placed them at the very bottom

of our questionnaire. Thanks to our professor who mentioned to the class about adding demographic questions, if it wasn't for him we probably would've forgotten to add the demographic questions. Our professor even provided samples from his previous classes. It was a big help to guide us through our entire project.

B) Coding

The process by which numerical values and alphanumeric symbols are assigned to represent a specific response to a question. Coding is the method of organizing and categorizing the responses gathered during the fieldwork process into a collection of open-ended statements so that data can be analyzed. Coding is very fundamental because it helps our marketing research team transfer the respondent's opinions into a legible and comprehensible number. The research team commenced the coding process by collecting and gathering data from the fifty completed questionnaires. Later, the company research analyst calculated the number of responses to the questions from the questionnaire, then divided each total response by the total number of the completed questionnaire. Lastly, the research analysis multiplied by 100 to get the percentage for the graph and the tables that later on were created. The coding process guides us to obtain easy, understandable, and outstanding results from the conducted questionnaire.

Analysis:

After reviewing our questionnaire, the following questions are closely related to our problem statement, our hypothesis, and our research objectives.

Question 1: Please rank your top 3 most preferred food delivery service apps by numbering them with 1 being your most preferred, 2 being second most preferred, and 3 being third most preferred.

According to our data analysis:

- UberEats is the first food delivery service preferred
- DoorDash is the second food delivery service preferred
- Seamless is the third food delivery service preferred.

Question 3: How important are each of the following factors when choosing a food delivery service? (PLEASE respond to each factor listed below)

According to our data analysis:

- DoorDash is the best for promotional deals and ethical work conditions for drivers.
- Seamless is the best for a Large selection of restaurants.
- UberEats is the best for user friendly, fair prices low, and app design.

Question 7: If you had to guess, how much money do you think you usually spend in a month on food delivery services?

According to our data analysis:

- 38% spend under \$100
- 32% spend \$100-\$149.99
- 20% spend \$150-\$199.99
- 8% spend \$200-\$249.99
- 2% spend \$250-\$299.99
- 2% spend \$300 and more.

Question 14: What is the most important reason why you purchase food from a food delivery service?(please choose one).

According to our data analysis:

- 18% for convenience
- 12% restaurants aren't too far away
- 22% for fast service
- 46% are afraid of Covid-19
- 2% (for other reasons)

Question 16: What kind of cuisine are you most likely to buy when ordering?

According to our data analysis:

- 30% Meat
- 4% Salad
- 4% Fish
- 12% Pasta
- 42% Pizza
- 8% (Other)

Question 17: Which the most do you prefer?

According to our data analysis:

- 54% Ordering food for delivery
- 46% Ordering food for pickup

Demographics:

1. What is the highest level of education that you have completed?

According to our data analysis:

- 12% Some High School.
- 28% High School Diploma or equivalent
- 24% Some College
- 16% Associate's Degree
- 16% Bachelor's Degree
- 4% Master's Degree

2. What is your age?

According to our data analysis:

- 10% under 18
- 72% 18-24
- 14% 25-34
- 2% 35-44
- 2% 55-64

3. What is your Ethnic Background? (*Please choose only one*)

According to our data analysis:

- 14% Asian
- 14% African American
- 12% caucasian

- 8% Mixed Race
- 48% Hispanic/ Latino
- 4% other

4. What is your current Marital Status? (Please choose only one)

According to our data analysis:

- 92% Single
- 3% Married
- 2% Widowed

5. How many people live in your household?

According to our data analysis:

- 20% one person
- 18% two people
- 36% 3 people
- 4% 4 people
- 16% 5 people
- 6% 6 or more people

6. What is your current Employment Status? (Please choose all that apply)

According to our data analysis:

- 24% Employed Full-time
- 18% Employed Part-time

- 8% Self-Employed
- 10% Unemployed
- 40% Student

7. What is your total annual income?

According to our data analysis:

- 60% under \$10,000
- 12% \$10,000 - \$ 14,999
- 16% \$15,000 - \$19,999
- 6% \$20,000 - \$24,999
- 4% \$25,000 - \$29,000
- 2% \$50,000 or more

Table 1

Buying from small local businesses

Answer Choices	Number Answering	Percent Total
Always	8	16.0%
Never	6	12.0%

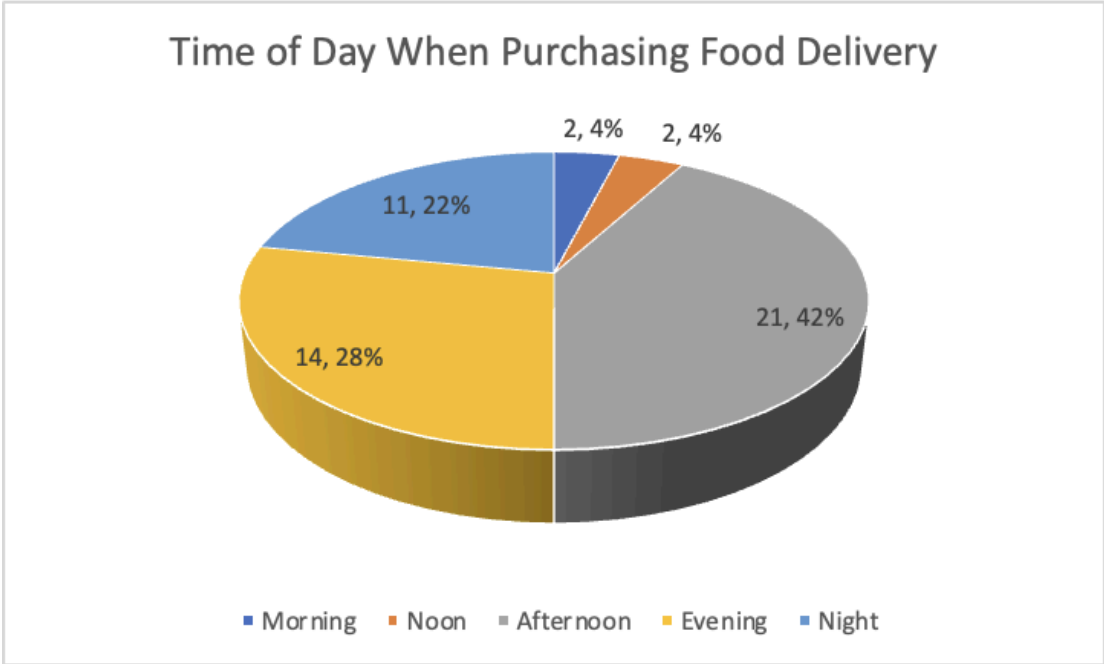
Rarely	10	20.0%
Sometimes	26	52.0%
Total	50	100.0%

Question #6: When using delivery services, do you often buy from small local businesses?

Source: Swift Delivery Inc.’s 2021 Study of Food Delivery Services

Figure 1

Average Time of Delivery Purchases



Question #9: At what time of the day do you usually order from food delivery services?

Source: Swift Delivery Inc.’s 2021 Study of Food Delivery Services

Table 2

Average Monthly Budget for Food Delivery

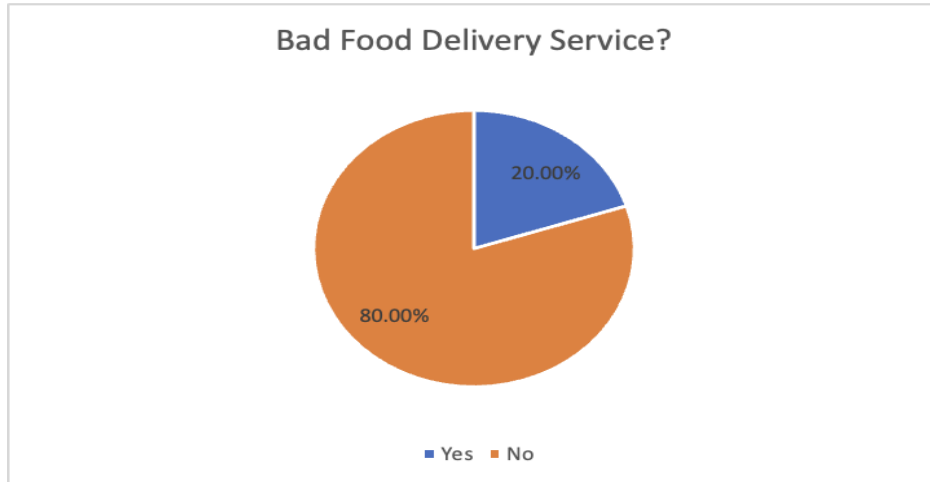
Answer Choices	Number Answering	Percentage Total
Under \$100	19	38.0%
\$100 - \$149.99	16	32.0%
\$150- \$199.99	10	20.0%
\$200- \$249.99	4	8.0%
\$250- \$299.99	1	2.0%
\$300 and more	0	0.0%
Total	50	100.0%

Question #7: If you had to guess, how much money do you think you usually spend in a month on delivery services?

Source: Swift Delivery Inc.'s 2021 Study of Food Delivery Services

Figure 2

Bad Experience



Question #10: Have you ever had a bad experience with a food delivery service?

Source: Swift Delivery Inc.'s 2021 Study of Food Delivery Services

Table 3

Required Delivery Minimum

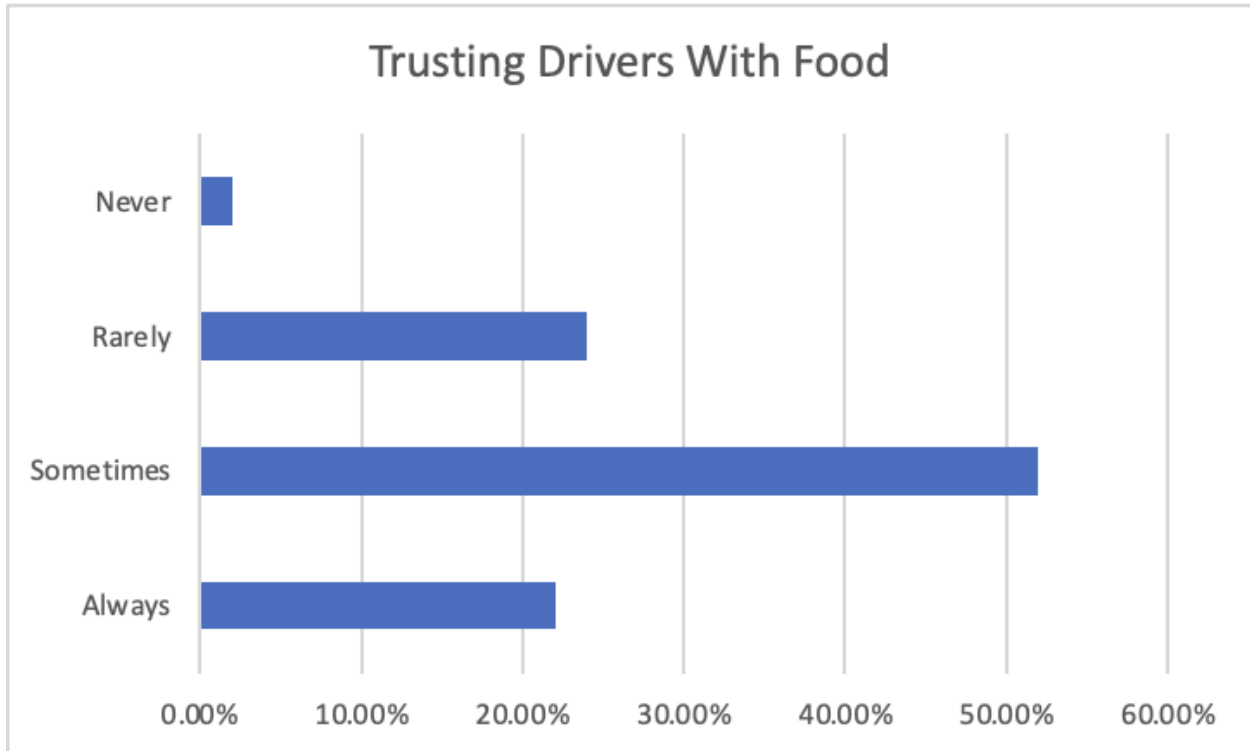
Answer Choices	Number Answering	Percentage Total
Agree	19	38.0%
Disagree	20	40.0%
Strongly Agree	5	10.0%
Strongly Disagree	6	12.0%
Total	50	100.0%

Question # 13: When using a food delivery service, how do you feel about the required delivery minimum limit?

Source: Swift Delivery Inc.'s 2021 Study of Food Delivery Services

Figure 3

Trust with Handling Food



Question #15: Do you trust all of the mentioned food delivery services with properly handling your food?

Source: Swift Delivery Inc.'s 2021 Study of Food Delivery Services

Table 4

Leaving a Review

Answer Choices	Number Answering	Percentage Total
-----------------------	-------------------------	-------------------------

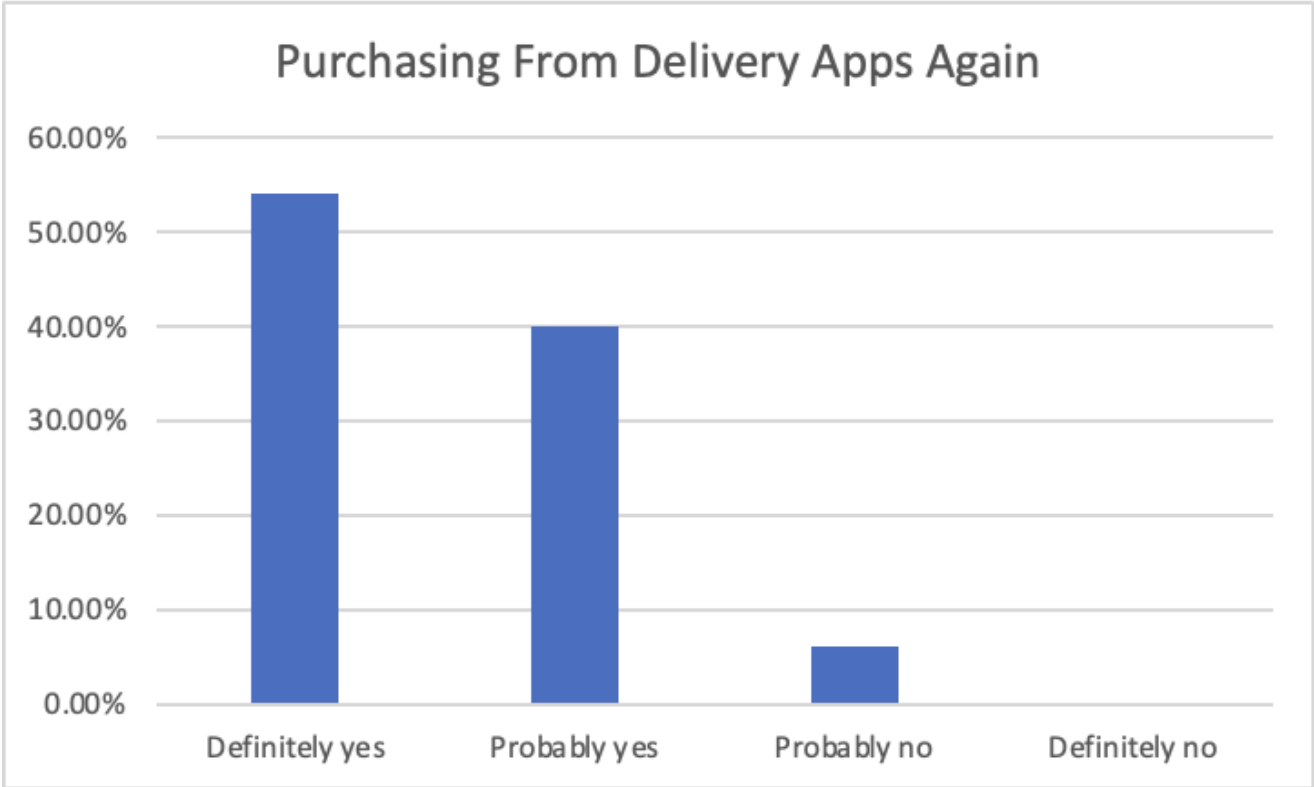
Always	18	36.0%
Never	2	4.0%
Rarely	7	14.0%
Sometimes	23	46.0%
Total	50	100.0%

Question #18: Upon receiving your food, do you often leave a review depending on how satisfied you were with your order?

Source: Swift Delivery Inc.'s 2021 Study of Food Delivery Services

Figure 4

Repeating purchases



Question 4: Would you use any of the mentioned food delivery services again?

Source: Swift Delivery Inc.'s 2021 Study of Food Delivery Services

Table 5

Membership Status

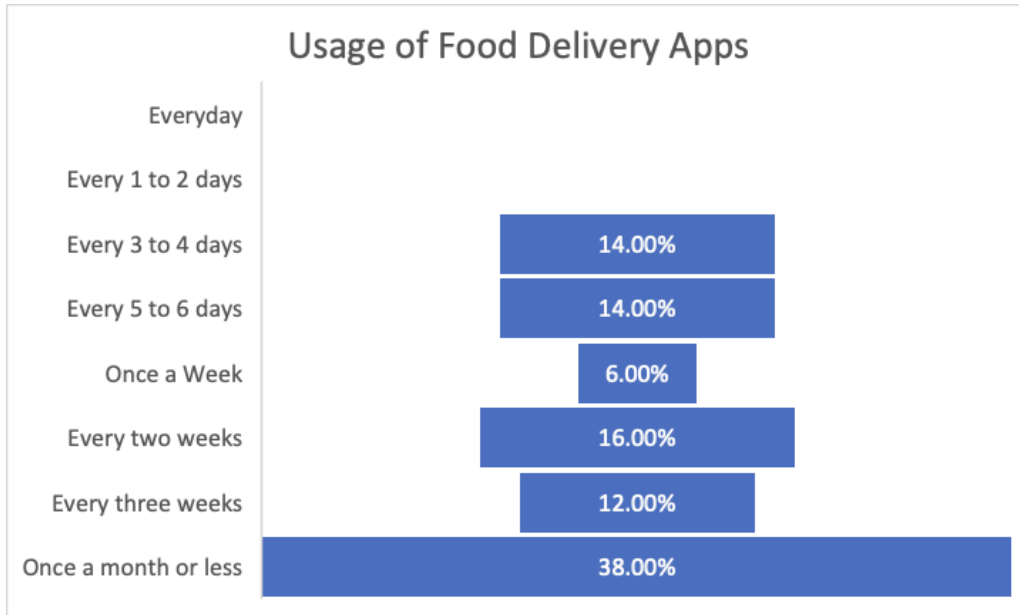
Answer Choices	Number Answering	Percentage Total
Yes	10	20.0%
No	40	80.0%
Total	50	100.0%

Question 12: Do you have a membership subscription to a food delivery service? If yes, please list which one(s).

Source: Swift Delivery Inc.'s 2021 Study of Food Delivery Services

Figure 5

Frequency Use of Food Delivery Apps



Question 2: How many times a month do you use a food delivery service?

Source: Swift Delivery Inc.'s 2021 Study of Food Delivery Services

Conclusion & Recommendation

Conclusion

_____ Food delivery apps are an essential tool even before the pandemic. By executing research, our team got to understand more why consumers had preferred UberEats and DoorDash and questioned their personal experience with customer service whenever they had a mistake within their order or an issue with their carrier. Moreover, 72% of our respondents are between the ages of 18-24 which means that this age category frequently orders from these food delivery apps. For the respondents, the most important characteristic when ordering food from the delivery apps is that 22% of the respondents feel the importance of having a fast service when receiving their food orders. To add, 46% of the respondents are afraid of Covid-19 and that's why they choose to have contactless order throughout the food delivery apps. Through conducting our Exploratory Research, we concluded that consumers prefer UberEats as the first choice for food delivery service over DoorDash and Seamless. To stay afloat, Small businesses and restaurants needed to incorporate food delivery apps because the business needed to find ways to maintain their business growth at the best possible because these are difficult times we are living through.

It

Recommendations

_____ Every food delivery app is successful whether one delivery app makes more money than the other. Especially, during the pandemic when customers would constantly order food when everything was closed. However, “Swift Delivery Inc” strongly feels that UberEats and Doordash should give customers a large selection of restaurants, especially small businesses. It’s important for food delivery apps to support small businesses throughout the coronavirus crisis. Our team is aware that small businesses are still going out of business due to lack of support and short-staffed.



QUESTIONNAIRE

Food Delivery Service Preferences

Our research group is conducting a citywide survey amongst people just like you who use food delivery service apps! The answer you provide will be kept strictly confidential and used for research purposes only. Please answer all questions honestly and to the best of your ability.

THANK YOU!

PLEASE TURN TO THE NEXT PAGE

Questionnaire

1. Please rank your top 3 most preferred food delivery service apps by numbering them with 1 being your most preferred, 2 being second most preferred, and 3 being third most preferred.

-] UberEats
-] DoorDash
-] Postmates
-] Seamless
-] GrubHub
-] Instacart
-] Eat24
-] Deliver.com
-] Other (please be specific)_____

2. How many times a month do you use a food delivery service?

-] Everyday
-] Every 1 to 2 days
-] Every 3 to 4 days
-] Every 5 to 6 days
-] One a week
-] Every two weeks
-] Every 3 weeks
-] Once a month or less

3. How important are each of the following factors when choosing a food delivery service?
(PLEASE respond to each factor listed below)

<u>Factors</u>	<u>Very Important</u>	<u>Mostly Important</u>	<u>Somewhat Important</u>	<u>Not Important</u>
Convenience	[]	[]	[]	[]
Fair prices/low fees	[]	[]	[]	[]
Good promotional deals	[]	[]	[]	[]
Ethical work conditions for drivers	[]	[]	[]	[]
Large selection of restaurants	[]	[]	[]	[]
Layout of the app/app design	[]	[]	[]	[]

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4. Would you use any of the mentioned food delivery services again?

- Definitely Yes
- Probably Yes
- Probably No
- Definitely No

5. In your opinion, which food delivery service is the best based on each factor listed below
(Please choose only one food delivery service for each factor listed)

Factors	Doordash	Grubhub	Seamless	Ubereats
User Friendly	[]	[]	[]	[]
Fair Prices Low fees	[]	[]	[]	[]
Promotional Deals	[]	[]	[]	[]
Lange Selection of Restaurant	[]	[]	[]	[]
App Design	[]	[]	[]	[]
Ethical Work Conditions for Drivers	[]	[]	[]	[]
Advertising	[]	[]	[]	[]

6. When using delivery services, do you often buy from small local business restaurants? If yes, please list the names of the restaurants.

- Always
- Sometimes
- Rarely
- Never

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7. If you had to guess, how much money do you think you usually spend in a month on food delivery services?

- Under \$100
- \$100 - \$149.99
- \$150 - \$199.99
- \$200 - \$249.99
- \$250 - \$299.99
- \$300 and more

8. In these challenging times do you find yourself ordering from food delivery services more often?

- Definitely Yes
- Probably Yes
- Probably No
- Definitely No

9. At what time of the day do you usually order from food delivery services? (please only choose one!)

- Morning (6:00 am - 11:59 am)
- Noon (12:00 pm - 2:59 pm)
- Afternoon (3:00 pm - 5:59 pm)
- Evening (6:00 pm - 8:59pm)
- Night (9:00 pm - 5:59 am)

10. Have you ever had a bad experience with a food delivery service? If yes, please explain below

- Yes _____

- No

11. If you answered yes to the previous question, please tell us how the food delivery service solved the problem?

PLEASE TURN TO THE NEXT PAGE

12. Do you have a membership subscription to a food delivery service? If yes, please list which one(s)

Yes _____

No

13. When using a food delivery service, how do you feel about the required delivery minimum limit?

Strongly agree

Agree

Disagree

Strongly disagree

14. What is the most important reason why you purchase food from a food delivery service?

(Please choose one)

Convenience

Restaurants aren't too far away

Fast service

Fear of Covid 19

Other (please specify)

PLEASE TURN TO THE NEXT PAGE

15. Do you trust all of the mentioned food delivery services with properly handling your food?

- Always
- Sometimes
- Rarely
- Never

16. What kind of cuisine are you most likely to buy when ordering?

- Meat
- Salad
- Fish
- Pasta
- Pizza
- Other (Please Specify) _____

17. Which the most do you prefer? (Please choose one)

- Ordering food for delivery
- Ordering food for pickup

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18. Upon receiving your food, do you often leave a review depending on how satisfied you were with your order?

- Always
- Sometimes
- Rarely
- Never

19. What is the highest level of education that you have completed?

- Some High School
- High School Diploma or equivalent
- Some College
- Associate's Degree
- Bachelor's Degree
- Master's Degree
- Doctorate Degree
- Other (*Please Specify*) _____

20. What is your Age?

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 and older

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21. What is your Ethnic Background? *(Please choose only one)*

- | | |
|---|--|
| <input type="checkbox"/> Asian | <input type="checkbox"/> Hispanic/Latino |
| <input type="checkbox"/> African-American | <input type="checkbox"/> Native American |
| <input type="checkbox"/> Caucasian | <input type="checkbox"/> Pacific Islander |
| <input type="checkbox"/> Mixed Race | <input type="checkbox"/> Other <i>(Please Specify)</i> |
-

22. What is your current Marital Status? *(Please choose only one)*

- Single
- Married
- Divorced
- Separated
- Widowed

23. Do you have children?

- Yes *(If yes, how many children do you have?)* _____
- No

24. How many people live in your household?

- | | | |
|----------------------------|----------------------------|------------------------------------|
| <input type="checkbox"/> 1 | <input type="checkbox"/> 3 | <input type="checkbox"/> 5 |
| <input type="checkbox"/> 2 | <input type="checkbox"/> 4 | <input type="checkbox"/> 6 or more |

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25. What is your current Employment Status? (Please choose all that apply)

- Employed Full-time
- Employed Part-time
- Self-employed
- Unemployed
- Student
- Retired
- Other (*Please Specify*) _____

26. What is your total annual income?

- | | |
|--|--|
| <input type="checkbox"/> Under \$10,000 | <input type="checkbox"/> \$30,000 - \$34,999 |
| <input type="checkbox"/> \$10,000 - \$14,999 | <input type="checkbox"/> \$35,000 - \$39,999 |
| <input type="checkbox"/> \$15,000 - \$19,999 | <input type="checkbox"/> \$40,000 - \$44,999 |
| <input type="checkbox"/> \$20,000 - \$24,999 | <input type="checkbox"/> \$45,000 - \$49,999 |
| <input type="checkbox"/> \$25,000 - \$29,999 | <input type="checkbox"/> \$50,000 or more |

27. What is your Gender?

- Female
- Male
- Other (*Please Specify*) _____

PLEASE TURN TO THE NEXT PAGE

Thank you for your participation. The following space is provided for your opinions on this topic.

