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DOORDASH INC. SWOT & PESTLE ANALYSIS

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Company Name : DoorDash Inc.

Company Sector : Food and Convenience delivery

Operating Geography : United States, North America, Global

About the Company : DoorDash Inc. provides online food ordering and distribution services. It is headquartered in San Francisco, United States. In January 2013, Stanford University students Tony Xu, Stanley Tang, Andy Fang and Evan Moore launched PaloAltoDelivery.com in Palo Alto, California. In June 2013, it was renamed DoorDash. It links consumers to their favourite local and national businesses in over 4,000 cities throughout the United States and Canada, as well as all 50 states. The company provides merchants with the tools they need to develop their businesses by delivering on-demand delivery, data-driven insights, and improved in-store productivity, as well as delightful experiences from door to door. DoorDash's business model is intended to support both consumers and restaurants. On one hand, it allows users to locate a restaurant and place an order, while on the other, DoorDash provides restaurants with a larger customer base. It also helps people by providing them with work delivering food. In March 2021, DoorDash announced that Via collaborations with Vault Health and EverlyWell, two leading digital health firms, will begin providing same-day distribution of COVID-19 PCR test collection kits throughout the United States.

DoorDash's Unique selling Point or USP lies in it being the nation's leading on-demand local logistics platform. The company's vision statement reads, "Our vision - which will take decades to realize - is to build a last-mile logistics platform, create a set of services to grow a merchant's sales, and produce a membership program that connects consumers to the merchants that sustain them".

Revenue :

\$ 885 million - FY ending 31st December 2020

\$ 2886 million - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for DoorDash Inc. is given below:

| Strengths | Weaknesses |
|---|--|
| <ol style="list-style-type: none"> 1. Market leader in both food delivery and convenience delivery markets. 2. Well developed channel of 450,000 merchants, 20 million customers and 1 million delivery drivers. | <ol style="list-style-type: none"> 1. They operate in a market with very intense competition and very low switching cost. 2. DoorDash is subject to multiple proceedings and class action lawsuits related to merchant acquisition, treatment of dashers and quality control. 3. They are yet to make profits since their launch in 2013. |
| Opportunities | Threats |
| <ol style="list-style-type: none"> 1. DashMarts, partly owned and operated convenience stores, will boost sales. 2. Virtual restaurants and ghost kitchens are gaining traction. 3. Partnership with Mastercard will increase customer base. 4. Delivery of COVID19 test kits and other efforts to infiltrate the healthcare sector will expand market. | <ol style="list-style-type: none"> 1. A decline in revenue expected as COVID-19 vaccine is rolled out demand for deliveries goes down. 2. If their drivers (Dashers) are reclassified as employees under federal or state laws, then costs would be adversely affected. 3. The additional 'regulatory response fee' levied on certain counties might affect demand. |

PESTLE Analysis :

The PESTLE Analysis for DoorDash Inc. is given below:

| Political | Economical |
|---|--|
| <ol style="list-style-type: none"> 1. Joe Biden's plan to increase corporate taxes to 28% will increase costs 2. The Quebec Government has put a cap on the fees that delivery apps can charge the restaurant | <ol style="list-style-type: none"> 1. COVID-19 causing the delivery market to be increasingly volatile 2. The Global online food delivery market is expected to grow to \$154.34 billion by 2023 |
| Social | Technological |
| <ol style="list-style-type: none"> 1. People more likely to use delivery services post pandemic compared to prior pandemic. | <ol style="list-style-type: none"> 1. Machine learning and AI are being increasingly used in the industry to predict demand and improve services 2. Development of self-driving cars for the delivery market |
| Legal | Environmental |
| <ol style="list-style-type: none"> 1. Class Action Lawsuit may cause problems in operations and additional costs 2. Reclassification of drivers as employees will increase cost of operation | <ol style="list-style-type: none"> 1. Concerns over pollution and waste generations related to delivery are getting attention |

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