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DELIVEROO SWOT & PESTLE ANALYSIS

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Company Name : Deliveroo

Company Sector : United Kingdom, Europe, Global

Operating Geography : Food Delivery

About the Company :

Deliveroo is a British online food delivery service based in London. Deliveroo was established in 2013 by Will Shu and Greg Orlowski. Customers pay a per-order charge, and the company makes money by charging restaurants a commission fee. Customers place orders through the company's app or website, and orders are delivered to them at doorstep. The company partners up with other restaurants to deliver food to customers. Deliveries are executed by contractual drivers that operate on an on-demand basis. In 2021, the company counts over 110,000 riders working for the company. One of the major differentiators from other food delivery companies is the focus on high-quality food offerings. It has a presence in over 200 cities across the United Kingdom, as well as the Netherlands, France, Belgium, Ireland, Spain, Italy, Australia, Singapore, the United Arab Emirates, Kuwait, and Hong Kong. Deliveroo Editions, a subsidiary of Deliveroo, focuses on expanding a network of ghost kitchens—kitchens located off-site from restaurants that prepare delivery-only meals. In March 2021, the company announced its intention to join the London Stock Exchange with an IPO and got listed on 31st March. . In May 2022, Deliveroo forged a partnership with Zoomo, the world leader for electric last-mile delivery vehicles fostering a shift to greener means of transportation.

Deliveroo's Unique Selling Point or USP lies in delivering high-quality food from favourite local restaurants to people's homes and offices, in less than 32 minutes -- through its technology and logistics platform. Deliveroo's mission statement reads, "Our mission is to bring the world's best local restaurants to everyone's home or office. Deliveroo is transforming the way people think about food delivery by offering fast, transparent and reliable delivery from premium restaurants".

Revenue :

£1824.4 million- FY ending 31st December 2021 (y-o-y growth 57%)

£1163 million - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Deliveroo is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong emphasis on community integration 2.One of the leading food delivery platforms of the UK 3.One of the pioneers of cloud kitchens 	<ul style="list-style-type: none"> 1.Loss of business in Spain 2.Company is yet to report a profit 3.Concerns over fair pay and treatment
Opportunities	Threats
<ul style="list-style-type: none"> 1.Integrating machine learning and AI into business model 2.Entering grocery delivery business 3.Attracting more customers to premium service 	<ul style="list-style-type: none"> 1.New EU labor rules could affect profitability of business 2.Highly competitive market with low barriers to entry 3.Potential caps on commissions from restaurants 4.Facing heat in various countries for abusing riders rights and low wages

PESTLE Analysis :

The PESTLE Analysis for Deliveroo is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Brexit may affect business of UK companies in the EU 2. Australian government investigating minimum wage claims 3. WHO directed national governments to regulate food advertising 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Pandemic gave huge boost to online delivery industry 2. LIBOR will no longer be used as a benchmark of transaction
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Rise in adoption of online delivery services 2. Increasing consciousness towards healthy eating 3. Food delivery apps accused of fuelling an obesity crisis 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Using AI to personalise consumer experience 2. DNA testing solutions to check for food contamination. 3. Food delivery via drones gaining attention
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. UK Food Safety and Hygiene (2013) put in place stricter safety regulations 2. Legal classification of gig workers as employees will pose challenges across delivery markets 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Sustained efforts towards greener alternatives to transportation 2. Huge food wastes in the UK food industry

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Client Support:
support@swotandpestle.com