

RESTAURANT & CATERING AUSTRALIA

INTRODUCING ONLINE DELIVERY TO YOUR BUSINESS FACT SHEET

19 March 2020

Background:

Restaurants are responding to the COVID-19 threat by adding take-out and/or delivery to their repertoires. This is not a time to be thinking about profitability, it's a time to be thinking about survival and R&CA is encouraging businesses to do everything they can to make sure they are best positioned to survive through this crisis.

As many businesses are starting to operate through third party Online Delivery Platforms such as Menulog, Uber Eats and Deliveroo for the first time, R&CA has compiled the below information to assist members.

If you need any advice on what delivery option may work best for your business, feel free to contact the Restaurant & Catering Association on 1300 722 878 or restncat@rca.asn.au.

Key Info

1. There are options out there for businesses partnering with platforms outside of just third-party delivery.

Most delivery platforms offer both pick up as an option on top of third-party delivery, at greatly reduced commission rates.

On top of this, some platforms offer restaurants the ability to deliver food ordered via the platform themselves. This option does carry a commission that is also much lower than that offered for third party delivery. This can be a much more palatable option for certain businesses than third-party delivery.

2. Ensure your menu is optimised for delivery and each item offered is profitable for your business.

It is vital that you ensure your menu offering and each individual item available for purchase turns a profit for your business. Don't list items that do not travel well (such as ala carte main courses) and prioritise items that carry high profit.

3. List your prices at a reasonable level.

Some platforms allow you to list your menu at higher prices to accommodate for the commission fee charged, where possible ensure you have factored the commission fee into the listed price.

4. Check if recently announced assistance by Uber Eats and Menulog could help.

Uber Eats & Menulog have announced further measures to support our industry at this time, check the Coronavirus Info Hub to see if these measures could assist your business.