



UBER
EATS

POSITIVE

NEGATIVE

INTERNAL

Strengths

- Strong brand already exists: Uber (car service) already known around the world.
- UberEats feature/interface built into existing car-service app: accessible to their millions of users with just a tap of a button.
- Partners with larger, more well-known restaurants.
- Uses professional photos of food.
- Delivery: taps into the "now" factor that New Yorkers want.

Weaknesses

- Only offers 2 dishes a day.
- Same 2 dishes available to everyone - if you're not in the mood for sandwiches that day, you're out of luck.
- Lunch only: from 11AM-2PM, Monday-Friday.
- Delivery: in order to have food delivered "within minutes," UberEats drivers/delivery people are actually carrying pre-made food around their bags and wandering around in their zone until an order is made. Freshness not guaranteed.
- Currently serving Manhattan, NY only.

EXTERNAL

Opportunities

- Large potential market for expansion
- Market demand for fast-casual food growing

Threats

- Crowded competitive landscape
- Changes in minimum wage law may increase costs significantly for delivery

POSITIVE

NEGATIVE

INTERNAL

Strengths

- Delivery staffed by students themselves: huge population of 1099 contractors available; low-cost to company
- Niche market: specializing in college campuses
- Partners are well-known brands: not just limited to restaurants, but also coffee shops and other chains (cheap, fast-food restaurants)
- Scheduled Ordering: users can order up to 36 hours in advance for pick-up
- Quick Picks: items available for immediate pick up (water, yogurt, snacks) without having to wait
- Serving over 152 campuses

Weaknesses

- Delivery staffed by students: potential reliability issue
- Lists restaurants and all their menu items: decision fatigue on customer's end from having to scroll through everything
- Niche market: specializing in college campuses
- Scheduled Ordering: capacity issues at popular venues, may lead to operational congestion
- Charges extra delivery fee

EXTERNAL

Opportunities

- Large potential market for expansion
- Still mostly untested/untapped demand in larger market for order-for-pick-up market

Threats

- Crowded competitive landscape
- Another food-startup taking over the larger (public) order-for-pick-up market outside of college campuses



POSITIVE

NEGATIVE

INTERNAL

Strengths

- Delivery with real GPS tracking
- Pre-order option for delivery later
- Beautiful, appealing interface with delicious photos of food
- Special dish "combos" available only through Caviar
- Available on web and mobile
- Serving all the large cities in the US

Weaknesses

- Delivery - average 45 minutes to get food (unless using "FastBite" = 15 minutes for food, but only select menu items per day); delivery-folk get lost; food is no longer hot
- Lists restaurants and all their menu items - decision fatigue on customer's end from having to scroll through everything
- Charges extra delivery fee

EXTERNAL

Opportunities

- Large potential market for expansion

Threats

- Crowded competitive landscape
- Changes in minimum wage law may increase costs significantly for delivery