

DashMart - Operations Narrative

A little about us: Our business purchases wholesale items from distributors, such as packaged foods and household essentials commonly found in convenience stores (e.g. ice cream, frozen meals, soda, paper products, over the counter medicine, etc). We sell these items via the business's online website and app. Our core focus at DashMart is quick deliveries of these goods. We also like to partner with local merchants to help them expand their reach to customers. In order to achieve that, we often offer local goods as well through our platform. No food will be cooked or processed in the premises. The main floor space of our business will house picking and packing operations for the fast moving product in this new retail concept. The product is often turned over daily with regular vendor deliveries and is packed for delivery to customers in less than 30 minutes. On site we also have a break room for employees, office space for management and a space at the rear entrance where our Dashers pick up customer orders.

A little about Dashers: Dashers are independent contractors and utilize personal vehicles to complete the deliveries from the facility. On average, we can expect to see between 75 - 150 independent contractor delivery drivers arriving throughout the day with order volume spread across all operating hours. There are typically 1-2 Dashers arriving at any one time. Dashers will arrive and park in a parking space to come inside to collect their order.

What does a DashMart look like in the real world? A typical DashMart facility employs between 15-20 employees with 4-6 employees on site simultaneously throughout a variety of shifts. Preferred hours of operation are 24/7 (We are flexible to comply with local regulations and community concern) with peak order volume taking place later in the day between 6:00 - 9:00 pm.

DoorDash is very excited to be launching our new business model "DashMart" in your community. We believe that we will help empower local businesses by partnering with them to sell their goods on platform as well as provide the community with a quick and convenient shopping experience consisting of those local goods as well as other staples and household products they are familiar with.

New Business Verticals