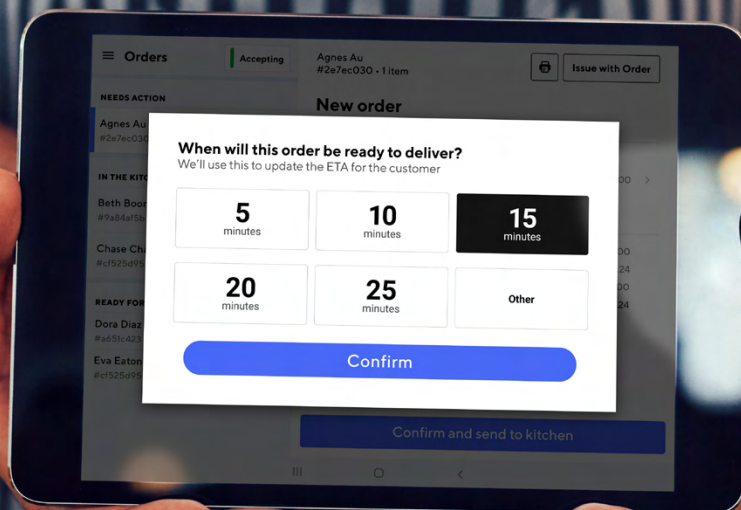
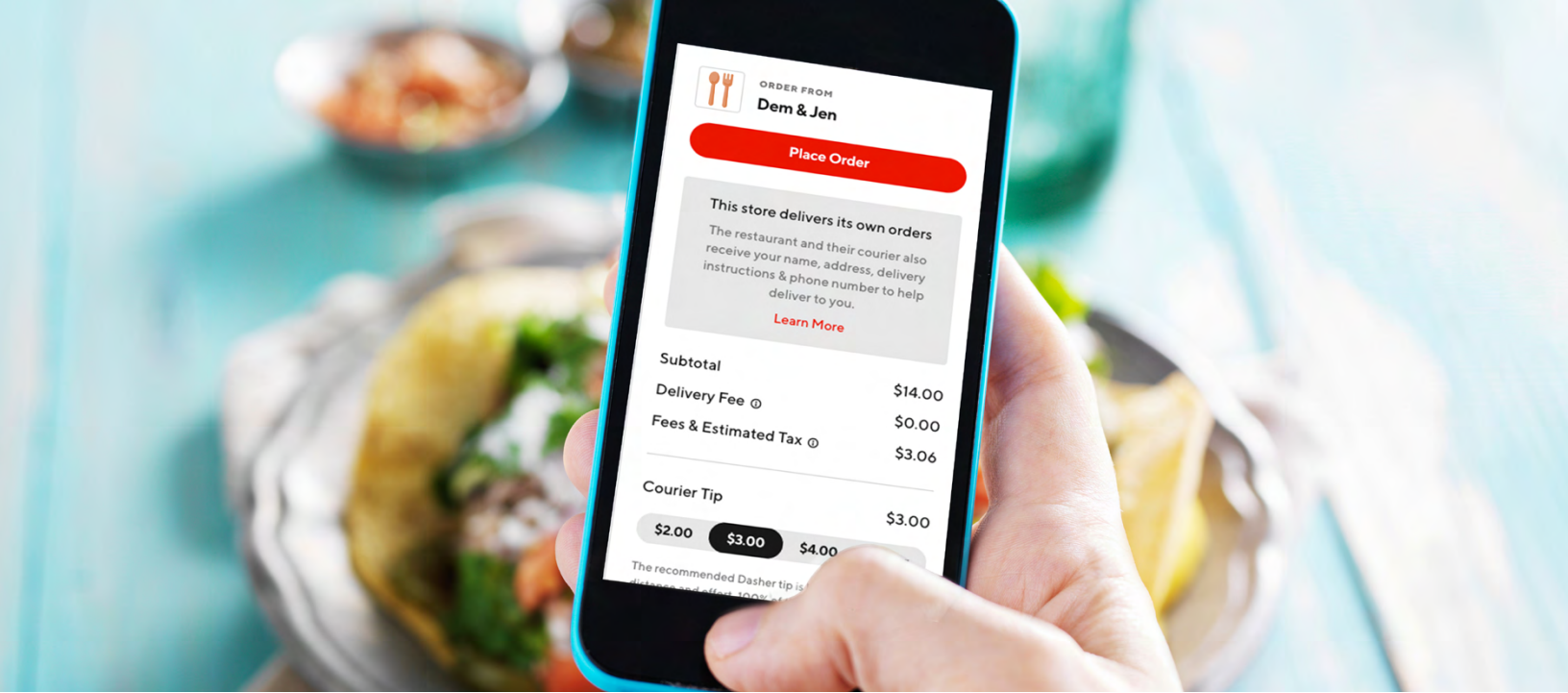


Self-Delivery Guide


How Self-Delivery Works





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Introduction

As online ordering and delivery grows in popularity, restaurant owners continue to explore new ways to grow their sales. One thing they have in common – they can all use more customers.

That's where DoorDash comes in.

There are a variety of ways your restaurant can grow with access to DoorDash's customer base. Whether you use [DoorDash Marketplace](#) or [DoorDash Self-Delivery](#), your restaurant will be featured on DoorDash's platform along with 390,000+ restaurants.

Once your business is on board, DoorDash customers can order your restaurant's food again and again.



According to a survey of restaurants on DoorDash:¹

75%

of restaurants agree
DoorDash enables
them to reach
new customers

65%

of restaurants
increased profits
during COVID-19
because of DoorDash

+137%

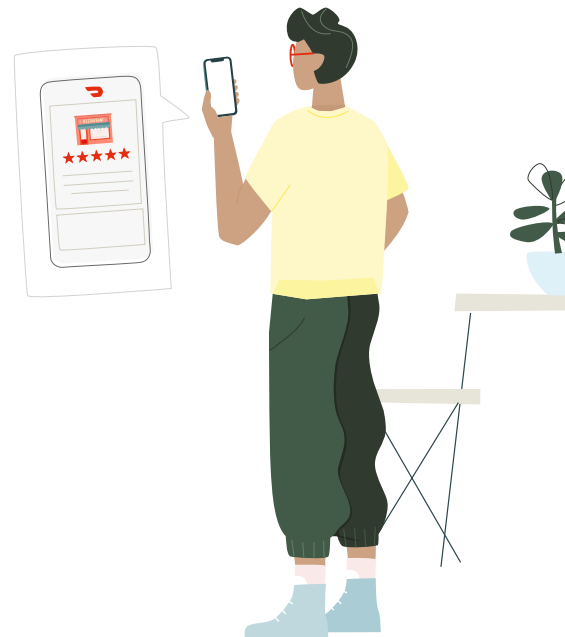
Every \$1 spent on
DoorDash stimulated
an additional \$2.37
in the economy

¹ doordashimpact.com/research

Is Self-Delivery right for your business?

With [DoorDash Self-Delivery](#), you have the flexibility to use your own delivery fleet or DoorDash drivers, enabling your business to reach thousands of DoorDash customers by listing your restaurant on DoorDash Marketplace.

[Get started for 30 days at 0% commission](#) – and start enjoying the benefits of DoorDash Self-Delivery today.



DoorDash Self-Delivery benefits:



Featured on DoorDash Marketplace

Connect with thousands of customers through [DoorDash Marketplace](#)



Fulfill your own deliveries

Flexibility to deliver orders with your own fleet or DoorDash drivers.



Enjoy incremental sales

You receive the full order value, plus all taxes, tips, and delivery fees, minus commission.



Control your deliveries

Set and manage delivery fees and zones that work for your business.



30 days at 0% commissions

To get started, [fill out this simple form](#). You'll be able to start accepting orders within 2 weeks, for 30 days at no cost (0% commission).



Pay only 12% commission

Try Self-Delivery free for 60 days, then pay only 12% commission (or 8% when you also sign up for DashPass) on each order's subtotal – which covers technology, marketing and support costs.

[Get started with Self-Delivery](#) →

DoorDash Marketplace vs. DoorDash Self-Delivery

While Marketplace is your portal for connecting with DoorDash customers, Self-Delivery offers the flexibility to use your own delivery fleet instead of — or as well as — Dashers.



DoorDash Marketplace

Partner with Dashers to fulfill your delivery orders. No need to hire your own drivers.



DoorDash Self-Delivery

Use your own drivers or DoorDash drivers. Keep 100% of tips and delivery fees.

Benefits

Discoverable by DoorDash customers

Share your menu on DoorDash Marketplace



Quick and easy start

Fill out a simple form, upload your menu, and start accepting orders within 2 weeks.



0% commissions trial period

Pay 0% commissions on all orders during your first days on the platform.

30 days

30 days

Fulfill your own orders

Deliver your orders with your own drivers — and control the entire delivery process.



Flexible fulfillment

When your fleet is busy or an order is outside your delivery zone, tap into the Dasher network to boost your delivery capacity.



Determine delivery zones and fees

Set the delivery zones and fees that work for you.



Incremental income

Generate incremental income on new orders from DoorDash customers.





“

Having access to the DoorDash audience has been really advantageous for us. It's clear DoorDash Self-Delivery allows us to generate more profits. Also, because we're able to leverage our food delivery capability, we're able to make the most efficient delivery runs possible — and the customers get the best experience.



Ben Beckstrom, CIO

Self-Delivery: step-by-step

The merchant side

1 Become a DoorDash merchant

New to DoorDash?

Get Started

Already a merchant on DoorDash Marketplace?

Switch to Self-Delivery

An onboarding specialist will contact you within 2 weeks or less with instructions on how you can start receiving new orders through DoorDash. You can then update your Flexible Fulfillment settings using [this form](#).

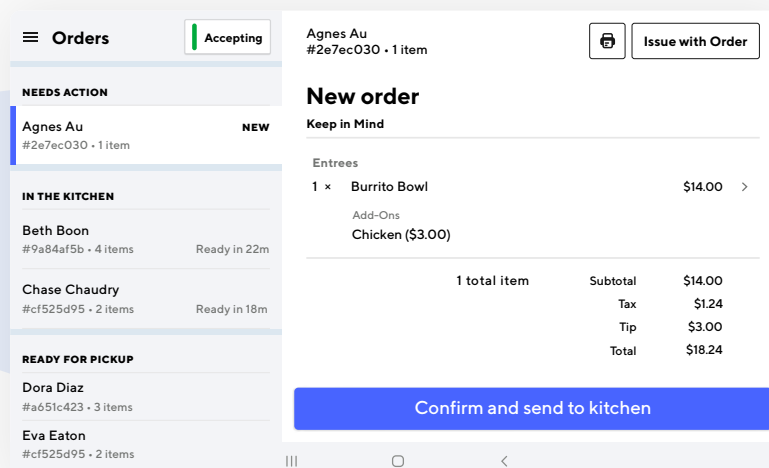
2 Set up your apps and devices

When you sign up, you'll receive a DoorDash tablet with the [Order Manager app](#) pre-loaded. The app is designed to help maximize efficiency by streamlining the process of receiving, organizing, and tracking your pickup and delivery orders. It also allows restaurants to contact both the customer and DoorDash support if needed.

The following devices are available to rent at low fees:

- A DoorDash tablet with the Order Manager app pre-installed
- A DoorDash printer to directly receive DoorDash orders in your kitchen

You can also choose to receive DoorDash orders via email, fax, or to your POS system (if the integration is available.) Tablet is the most popular way to receive orders — because it provides the most flexibility.

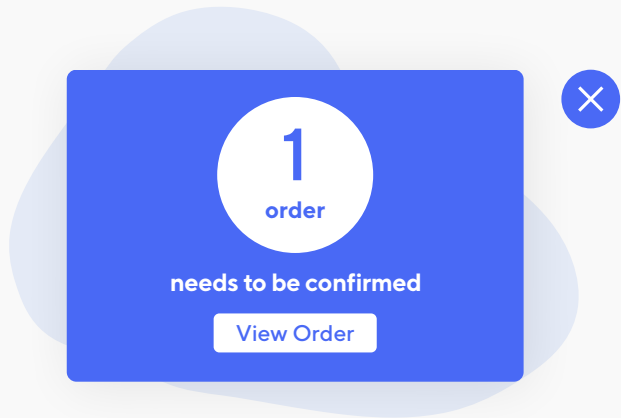


The merchant side

3 Set up your tablet

Be sure your tablet volume is on “high” and placed where it’s easily accessible by staff. When a customer places a DoorDash order, you’ll receive a notification on the Order Manager app.

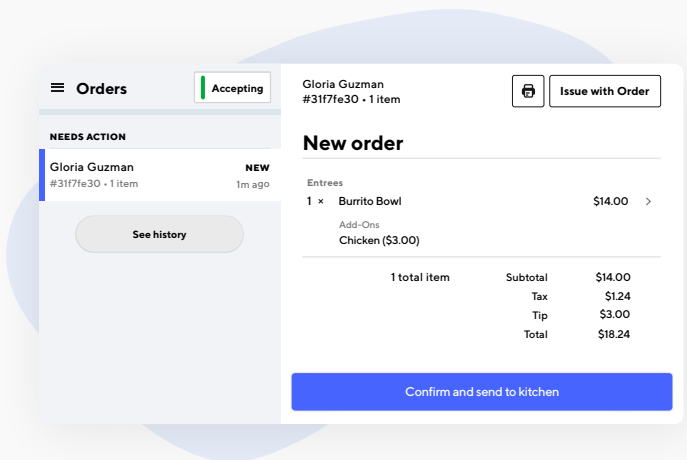
Touch the screen to view the order and identify any issues.



Confirm the order

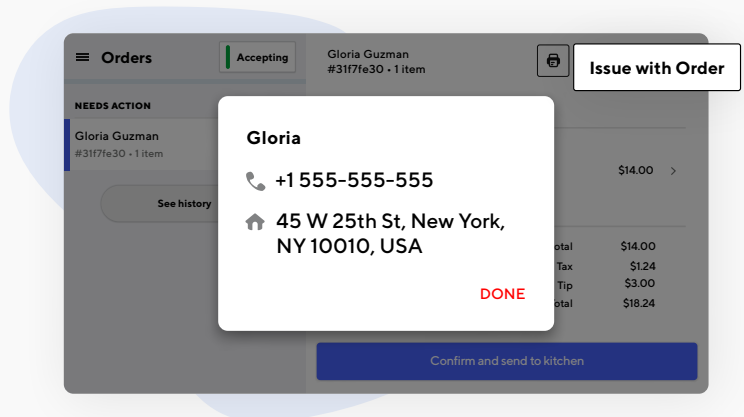
To accept the order, tap **Confirm and send to kitchen** to send the order to your kitchen to be prepared.

If you’re not able to fulfill the order, contact DoorDash Support to cancel.



Review delivery address

Before and after accepting the order, you can view the customer’s address and phone number by tapping on **Issue with Order**.



The merchant side

Choose pickup time

You'll be prompted to pick a time when the order will be ready for your drivers to deliver.

When will this order be ready to deliver?
We'll use this to update the ETA for the customer


5 minutes	10 minutes	15 minutes
20 minutes	25 minutes	Other

Confirm

Confirm the order is out for delivery

Once the order is ready to go, tap **Order Out for Delivery**.

If you have a printer, the customer's address and phone number will be printed on the receipt.

Gloria Guzman
#0c0ad9ce • 1 item  **Issue with Order**

Entrees
1 × Burrito Bowl \$14.00 >
Add-Ons
Chicken (\$3.00)

1 total item	Subtotal	\$14.00
	Tax	\$1.24
	Tip	\$3.00
	Total	\$18.24

Order Out for Delivery

Pull up past orders


Tap **History**, and you'll see that the order has moved to your "Order History," which you can reference at any time when questions come up.

History

Out for delivery

Gloria Guzman
#0c0ad9ce • 1 item Oct 19 @ 1:57PM

Deliver by 2:24 PM

45 W 25th St, New York, NY 10010, USA 

"Leave at my door"

Entrees
1 × Burrito Bowl \$14.00 >
Add-Ons
Chicken (\$3.00)

Self-Delivery: step-by-step

The customer's experience

ORDER FROM
Dem & Jen

Place Order

This store delivers its own orders
The restaurant and their courier also receive your name, address, delivery instructions & phone number to help deliver to you
[Learn More](#)

Subtotal	\$14.00
Delivery Fee ⓘ	\$0.00
Fees & Estimated Tax ⓘ	\$3.06

Courier Tip \$3.00

\$2.00 **\$3.00** \$4.00 Other

Order received [Help](#)
Dem & Jen 2:12pm arrival

This store delivers its own orders
You won't be able to track your courier's progress in this app like you usually do.
[Learn More](#)

Need help?
Contact the store: 650-555-5555

Placing an order

While browsing restaurants on doordash.com or the DoorDash app, the customer chooses your restaurant. When ordering, customers will see that your restaurant delivers its own orders.

They place an order, pay, and receive an estimated delivery time.

Confirming your order
Dem & Jen • 2:07 PM arrival

Get \$10 off. Invite Friends →

Dem & Jen
Contact the restaurant directly to check on your order or for help [Call](#)

Heading to you
Dem & Jen • 2:07 PM arrival

Preparing your order
Dem & Jen • 2:07 PM arrival

Order status

Customers will receive notifications about the status of their order at every step, including order acceptance, preparation, and delivery.

However, you control when an “out for delivery” alert goes to the customer. We also provide the customer with your store’s phone number in case they need to contact you about their order.

Tips for success with DoorDash

A picture is worth a thousand words.

Photos that visually showcase your food can make all the difference in customers' perception of your restaurant. Schedule a free photoshoot with DoorDash as part of your restaurant's onboarding process — or upload your own high-quality photos.

Staff accordingly.

It's important to remember to have staff watch for new orders and see that they're quickly sent to the kitchen. Consider scheduling extra staff and leveraging Flexible Fulfillment for deliveries if your order volume becomes too high.

Less is more.

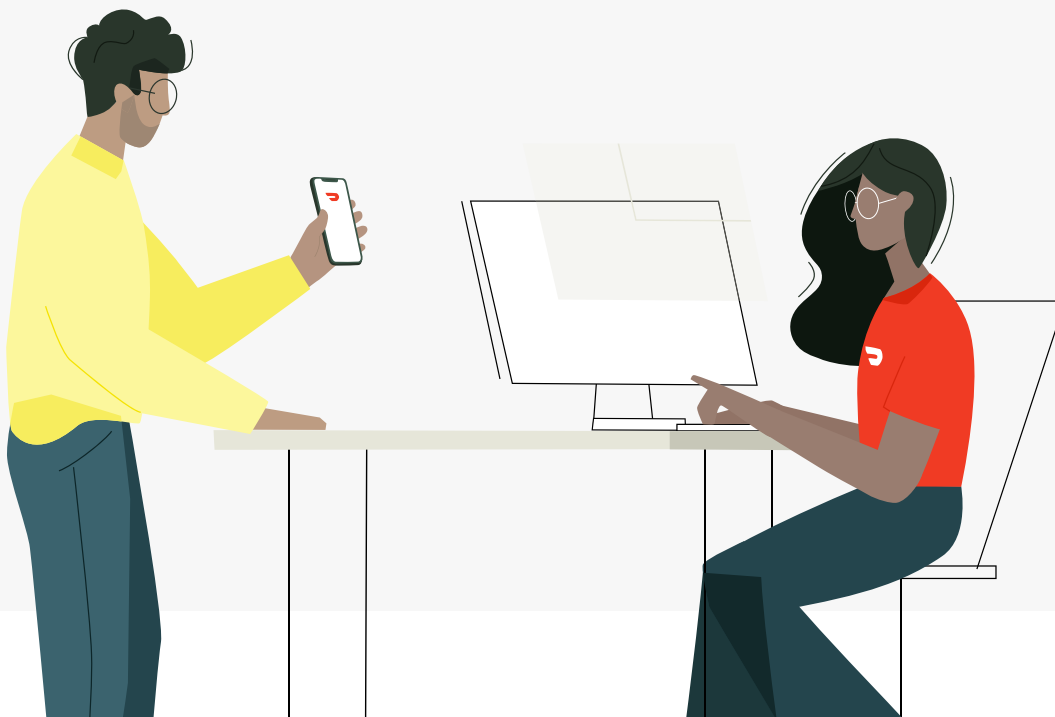
Curate your takeout menu to include your most popular and profitable items, but remember to choose dishes that travel well.

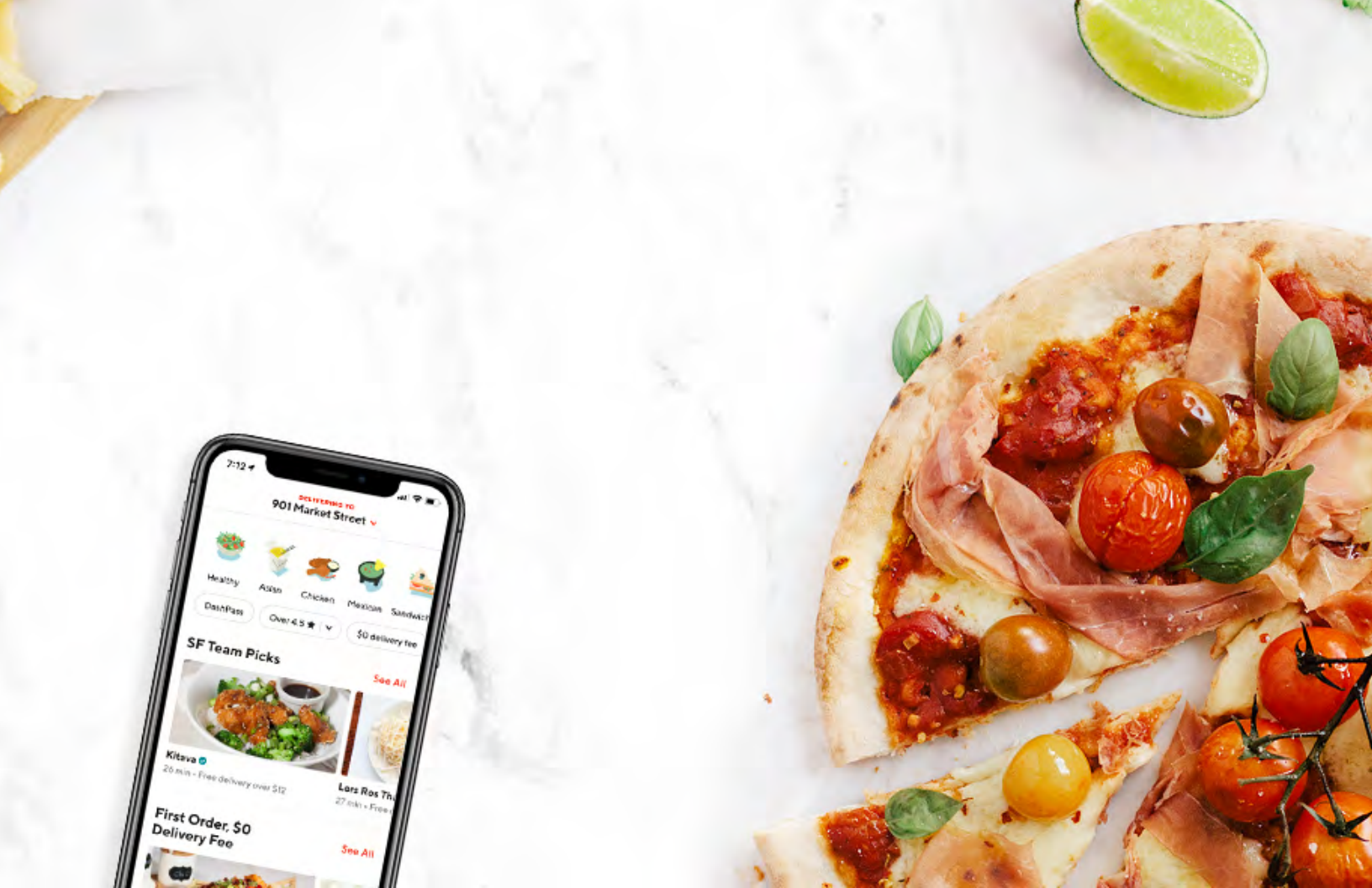
Package well.

Take steps to [ensure your food arrives as you prepared it](#), such as packaging sauces separately, placing hot and cold items in separate bags, and piercing containers with crispy food for ventilation.

Grow your sales.

To ensure the success of your takeout business, focus on higher-margin items, best-sellers, and dishes that can be prepped in advance (to help relieve lunch and dinner rush times). Delight customers with options to customize their dishes such as topping choices and extra portions, and suggest other dishes and drinks for them to add to their order.





Ready to reach thousands of local customers already on DoorDash?

Try DoorDash Self-Delivery, and see your customer base and delivery sales grow.

[Try DoorDash Self-Delivery](#)

Or call **1-855-554-5779** (Monday-Saturday)



About DoorDash

DoorDash is a technology company that connects customers with their favorite local and national businesses in more than 4,000 cities and all 50 states across the United States, Canada, and Australia. Founded in 2013, DoorDash empowers merchants to grow their businesses by offering on-demand delivery, data-driven insights, and better in-store efficiency, providing delightful experiences from door to door. By building the last-mile delivery infrastructure for local cities, DoorDash is bringing communities closer, one doorstep at a time. Get started at get.doordash.com.

