



HOW TO ADAPT YOUR BUSINESS:

Delivery Service Methods Pros & Cons

Weighing the pros and cons between in-house and third-party delivery can help you to make the best decision for your business. A hybrid approach utilizing both methods may end up as the most logical choice for your needs. Review the advantages for implementing each of the delivery options below to gain some additional insight into what's right for you.

WHICH APPROACH HAS THE ADVANTAGE?	IN-HOUSE	THIRD-PARTY	HYBRID
OPERATIONAL EFFICIENCIES			
Incoming orders less complicated to manage	X		
Manage employee incentives and training	X		
Easy and inexpensive to get started		X	
Keep focus on core operations vs. delivery		X	
No need to hire and rely on drivers		X	
Avoid insurance and vehicle concerns		X	
Own the order experience while outsourcing delivery logistics			X
MARKETING & BRANDING			
Control your brand image	X		
Improved advertising with on-vehicle branding	X		X
Own customer data to use in marketing efforts	X		X
CUSTOMER EXPERIENCE			
Control quality, delivery times and customer experience	X		
Provide assurance your delivery driver follows CDC standards	X		
Maintain direct relationship with customers	X		X
Attract seasonal/tourist business		X	X
Reach more customers/bring in new customers		X	X
Fulfill more orders during busier times		X	X
SALES & MARGINS			
Better margins	X		X
Encourage add-on orders	X	X	X
Additional sales income	X	X	X

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