



The Ultimate Guide to Launch a Meat Delivery Service

Launching a meat delivery requires building a three-tier platform; for customers, vendors, and delivery agents. Here's a guide to create a comprehensive platform.



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Food delivery at the customer's doorstep is not a new trend but has gained much prominence in recent times. Some credit, of course, goes to the pandemic, which necessitated online ordering for almost everything under the sky.

There is a shift in consumer behaviour and how we shop around for the products we need. As a result, almost every online service vendor had to increase their working capacity. The on-demand delivery industry is not isolated from the pandemic, which includes food delivery services.

With restaurants and diners closing their doors, the consumers shifted to online channels for eating their favourite foods. This impacted the online food delivery services and facilitated a system that ensures safe and secure food delivery from the restaurant to the customer.

To build a successful online meat delivery service, you need to think outside the box. This is because the existing vendors have spoiled the customers with faster services. Especially Amazon, the tech giant, provides one-day delivery. But when it comes to a meat delivery service provider, even a few-hours delivery is feasible.

You must have a solution that improves user experience and offers better solutions than the existing ones.

This guide aims to help you build a meat delivery service. Apart from the standard coding-led development process, which is the most popular approach, we also bring an incredible solution to the table. The Tookan delivery management system allows building small to large scale delivery management systems without the need for coding.

What follows is a detailed explanation of how to build a meat delivery service with both methods. Let's get cracking!

How's the Meat Delivery Market Shaping Up?

The global fresh meat packaging market is expected to grow at a rate of 2.7% between 2019 to 2025, but we can expect a further increase due to the accelerated demand.

Among the comprehensive meat delivery services, the frozen meat market stood at \$73.3 billion in 2018, with an expected growth rate of 4.4% until 2025. On the other hand, the processed meat market stood at \$519.41 billion as of 2019, with an expected growth rate of 6.24%.

Starting a meat delivery service requires in-depth market research. However, the issue is there is no standalone report to provide credible insights into the market. That is why we have brought together different reports related to the meat market for a better understanding.

So, given above is the potential increase in demand for meat in the global market. Below we will try to find some actionable information by accounting for different studies.

Uber saw an increase of 30% in independent drivers signing up for delivery in the US amid the pandemic.

Two detailed reports helped us build an understanding of the food delivery demand.



Table 5: Number of home deliveries in 30 days before and during COVID-19 lockdown

Number of Deliveries in 30 days	Before COVID-19 Lockdown Frequency (Relative Frequency as a percentage)	During COVID-19 lockdown Frequency (Relative Frequency as a percentage)
0	69 (6.8)	70 (6.9)
1 to 2	438 (43.2)	197 (19.4)
3 to 5	320(31.5)	321 (31.6)
6 to 10	104 (10.2)	263 (26)
More than 10	84 (8.28)	163 (16.1)

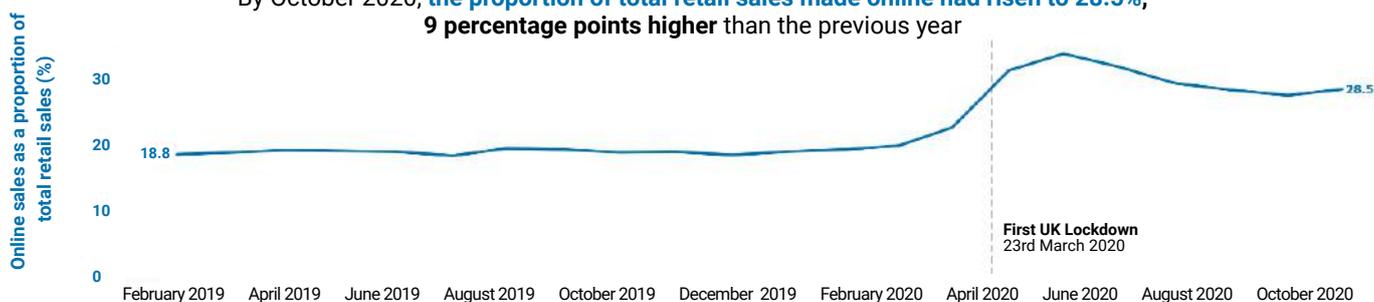
1. The cumulative insights from a study on the 'Impact of COVID-19 on Home Delivery Purchases and Expenditures' by Professors of Portland State University, conclude that Canada's online food delivery demand doubled during the lockdown, and the momentum continues to show this growth.



INCREASE IN UK ONLINE RETAIL SALES

The pandemic has significantly impacted retail sales online, with a **19% increase in May 2020** after the first lockdown - the **largest month on month increase in online sales on record**

By October 2020, **the proportion of total retail sales made online had risen to 28.5%**, **9 percentage points higher** than the previous year



Online sales for all sectors **increased** when comparing sales in October 2020 to pre lockdown sales, whilst most sectors saw a **decline in store sales**

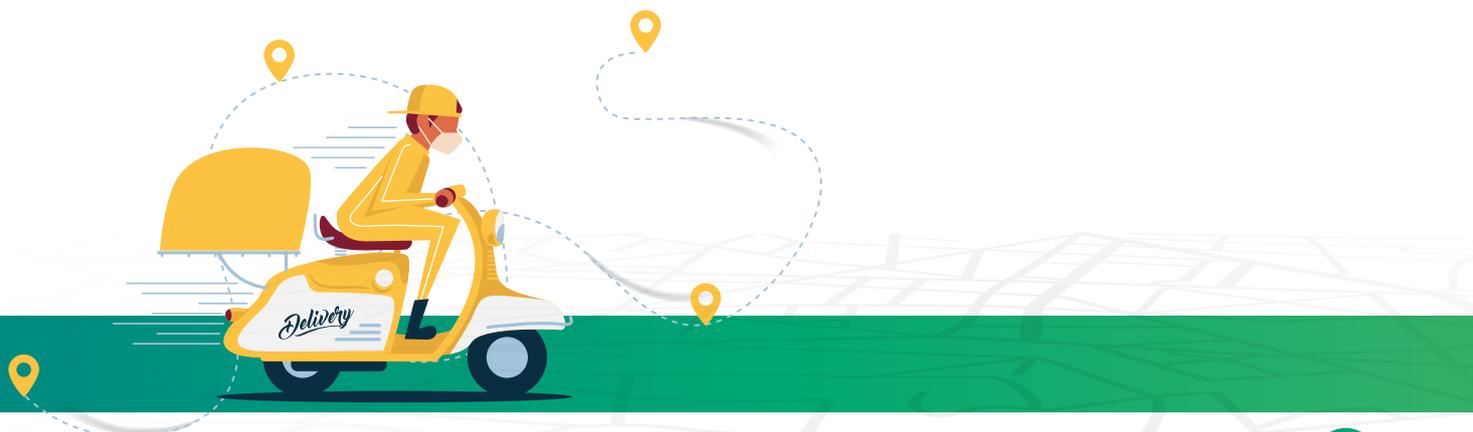
Online food sales **doubled** in value (99.2% increase) this October compared to February, the largest online sales increase in all sectors

Internet
Store



2. Another report from the UK compares the increase in online and offline sales to find a 2x increase in online sales channels. In the US, UberEats and Deliveroo partnered up with established meat processing houses, including Waitrose, Sainsbury, Aldi, Co-Op, and Morrisons, to meet the rising demand and ensure faster last-mile delivery of meat.

So, in every respect, the market of online meat delivery is growing, setting new boundaries, and building the momentum for something bigger. However, to create such a platform, you must follow the right development process.



How to Build a Meat Delivery Service?



The first thing you should do before starting any business is competitor and market research. We have taken care of the market research for you and as for the competitor research, it is an ongoing process, and we shall explore its components in the guide.

Step 1: Market and Customer Research

Step 2: Partner Up with Meat Vendors

Step 3: Designing the Interface

Step 4: Features List Preparation

Step 5: Team Composition and Development

Step 6: Testing and Deployment





1. Competitor research

Unfortunately, you are not the only one looking to build a meat delivery service. There are existing players in the market like Deliveroo, UberEats, Postmates, etc.

So, this research aims to understand how your competitors are operating and delivering the goods from the vendors to the customers. More importantly, you need to look at their misses, things the customers would want them to improve and ensure that you fill the gap by embedding those services/features in your platform.

Before beginning the building process, ensure that you answer these questions.

- Who is my ideal customer?
- What are my customer's preferences?
- What is the unique proposition that will bring value to the customers?
- Is there a befitting time to launch the business?
- What business model to follow?

The purpose is to validate your idea and to identify the scope of development plus improvement.

The reason why we are able to hear only a few names in the market like Deliveroo, UberEats, Postmates, or a few others is because of their swelled war chests.

In **2018, \$9.6 billion** was injected into all sorts of food delivery businesses across the globe. Out of this, the Asian players received 60% of the funding.

All this money is used to run highly targeted customer attraction, retention, and marketing campaigns. Plus, the big players also absorb the smaller ones and broaden their local outreach.

Yes, there are several big houses fighting to get the largest market share running cash-burning tactics. But you will still find investors appropriating capital towards building food delivery businesses.



2. Build Partnerships with the Vendors and Suppliers

Launching a meat delivery service means you need to build a list of existing meat suppliers/vendors and onboard them on your platform for the customers to see and select.

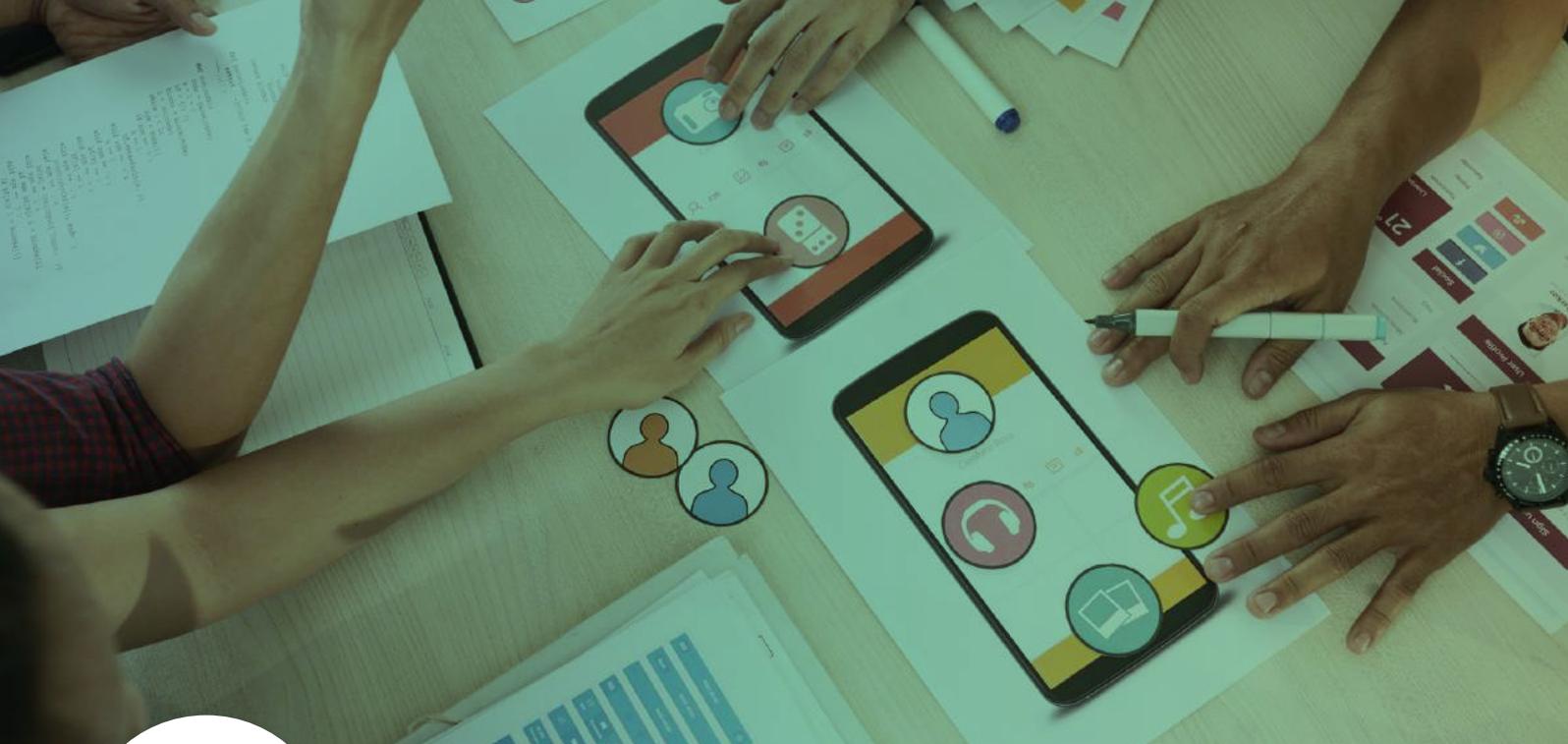
Hence, your first step, even before launching the platform, must be to create partnerships. Reach out to the meat suppliers in your area and pitch them your idea. Show them the benefits you will bring to the table by connecting them with a new market - better targeting and extended outreach.

While building connections, make sure to get started on a good footing. The reason being Zomato and GrubHub took the initiative to include several restaurant's menus on their platform without first taking permission. Some business owners hit GrubHub with a lawsuit for putting the restaurants in a bad light.

These restaurants complained that the staff was unaware of the orders, and the delivery agents came to the restaurant for pick up. Even though the customer will get a refund, it puts a bad light on the restaurant. Thus, you need to take approval to ensure a hassle-free delivery process completion.

More importantly, since the vendors have to give a commission for every order coming from your platform, they need to agree on that. Ergo, reach out to the vendors, get their permission and show them the benefits plus their duties and contribution.





3. Intuitive, Friendly, and Attractive Designs and Interface

As a delivery service provider, you need to create three different interfaces for your platform.

- For the customers
- For the vendors
- For the drivers

You need to include all the elements specific to each of the participants to deliver an intuitive user experience. For example, the drivers should be able to access the vendor's and customer's addresses with one click. Make it easier for the delivery agents to get the details of each of the other participants.

The vendors must get complete order information on a single screen along with the request button to call for the delivery guy and inform them when the order is ready.

On the other hand, the customers should be able to access an easy navigation interface with listings divided as per popularity, favourites, and price.

Before actually moving to the development phase, it is better to create design drafts that work like an actual application, a prototype. This will allow you to make the changes saving the development time and cost.



4. Building a Software with the Standard Features

There are two ways you can build a platform to operationalise the meat delivery business. The first one includes hiring a team, making them understand the requirements, identifying the features, creating the MVP version, testing the platform, and then launching the same.

The second and easier method is to utilise Tookan, an online delivery management service giving access to effective mobility management solutions without coding and hiring a team.

Irrespective of the method you choose for building your platform, it is essential to identify the core features first.

There are three components of an on-demand delivery platform; some of the features will be common for all the participants, while others will be exclusive to each of them.

Common Features For All the Participants

Sign-Up and Sign-In	Allow the users to sign-up and log in with one click via their email or social media profiles. Push Notifications
Push Notifications	Depending on the receiver, the user shall receive appropriate and timely notifications. <ul style="list-style-type: none">• The vendor shall know when an order is placed, picked, up, the payment received, delivered, and feedback is received.• The delivery agent should get an approval or rejection request for the order, the customer's address, and delivery confirmation.• The customer shall receive notification about order confirmation, order pickup, payment completion, and delivery completion.

Customer-Specific Features

Multiple Payment Options	Integrate your platform with multiple payment options so that your customers can make payments without interruption. For a better experience, allow the customers to automate the payment by adding options like Apple Pay and PayPal.
Order Details / Cart	Before making the payment, the customer must be able to review their order. Also, allow them to edit the same as required.
History	While viewing the order history is a basic feature you must add, you can leverage this to provide recommendations, which is an advanced feature.
Rating and Reviews	With an aim to build a better and customer-centric portal, allow your existing customers to rate and submit reviews for their orders.
Tracking	Tracking the delivery personnel is essential for customers and vendors as they will get the exact position of the delivery agent right on their screens. It will also benefit the fleet manager or platform owner by helping them optimise the delivery process.



Vendor-Specific Features

Order Review and Acceptance or Rejection	While no meat vendor would like to say no to order, you still need to give them the freedom to review the order and accept or reject it. This will ensure that the vendors are in control of their business.
Management Portal	The meat suppliers and vendors need access to a management portal to visualise every aspect related to the order, like the items, customer's address, and the delivery agent's location.
Create Reports	The vendors will benefit from report generation aimed at giving them insights into their performance and order-wise statistics. For instance, they can create reports about the highest-selling type of meat or the areas with the highest demand

Delivery Features

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Advanced Features to Add to Your Platform

Starting with an MVP version of your meat delivery platform is commonly viewed as the best option before launching the final version. Once you have enough traction, scale-up and include some advanced features.

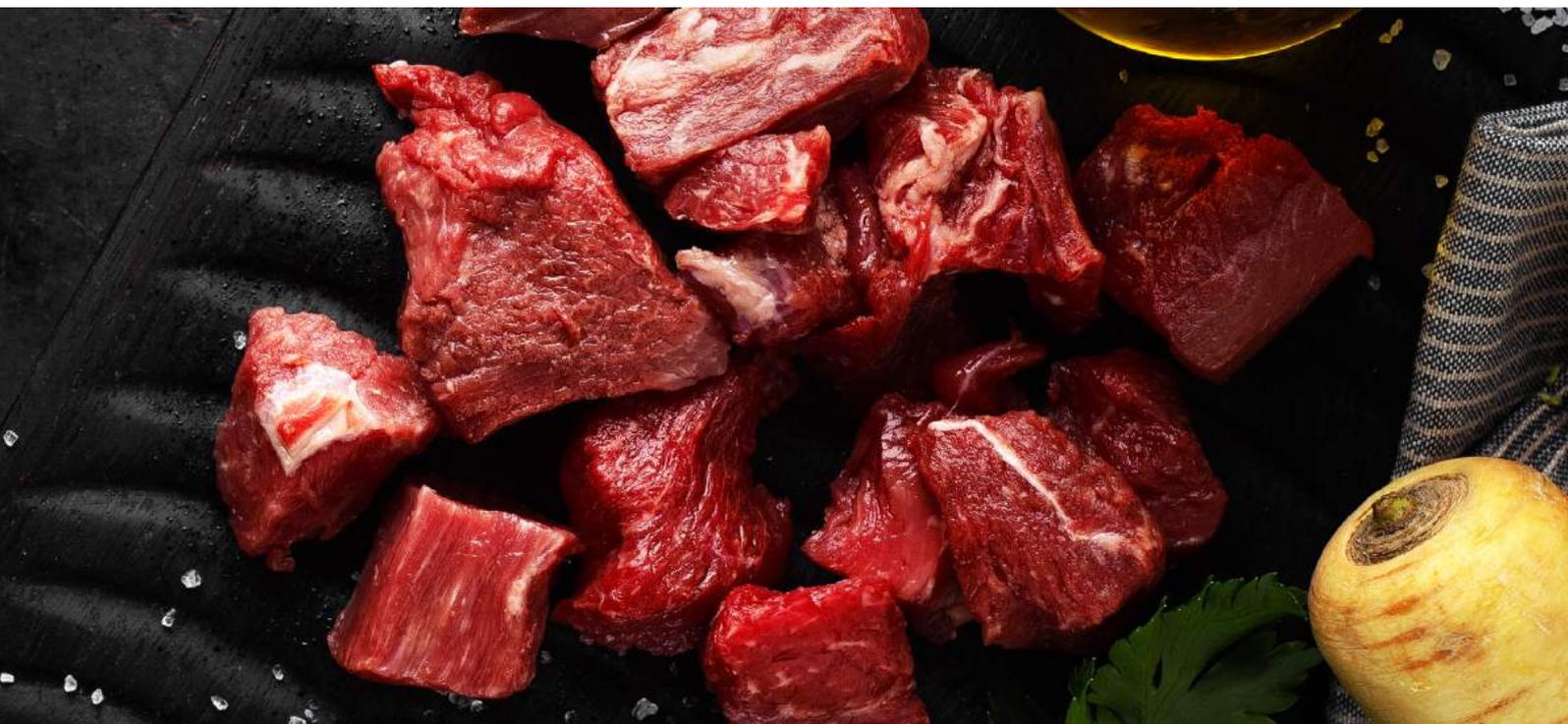
Route Optimisation: This will help the service provider establish optimised delivery routes that help save fuel costs and reduce delivery time.

Geofencing: With Geofencing abilities integrated into the platform, the customers will get a notification every time they are near a meat vendor listed with you.

Personalised menus and services: By identifying the customer behaviour, choices, and preferences, you can add a feature to send personalised recommendations. This is meant to enhance the user experience and shorten decision-buying journeys.

Chatbots: Chatbots can proxy as a personalised advisor for your customers with an aim to provide specific recommendations and help with order-related services.

Now that we have the features list ready and also know the design, it is easier to hire a team including the relevant professionals and start building the platform.





5. Team Composition for Building a Meat-Delivery Platform

There are three team configurations that can be applied to build a meat-delivery platform.

- 1 Hire an in-house team**
- 2 Hire Freelancers**
- 3 Outsource the work to an Agency**

There are some pros and cons of choosing each prospect. For instance, the in-house team will provide the highest quality product but at a high cost. Freelancers are cost-effective, but managing them and getting timely delivery is a daunting task.

Outsourcing the coding work is relatively affordable, and you can also get assured deliverables but communication issues may arise.

Apart from the team, you also need to choose the ideal tech stack for your platform. This, in turn, is further dependent on the operating systems or devices you want the platform to work on. Consequently, the tech stack to build a platform for the web will be different than building one for an iOS or Android device.

This was a lengthy process to build a meat delivery platform. Remember that we mentioned that there's another way of building the same platform.

Well, this is where Tookan comes in.



What is Tookan, and Why Should You Use It?

In simple words, Tookan is a delivery management portal builder meant to allow businesses working in the mobility solutions domain to create a platform with no coding, no team, no development experience.

Yes, Tookan supports a one-man team that means you alone can build, run, manage, and scale your meat delivery platform without ever having to depend on developers, designers, and deployment experts.

Take a look at all the features that we have listed above required for a meat delivery platform.

Tookan gives you access to all those features and many more smart ones in one go. This also means that you won't have to look for a development team again to scale the operations and build the platform further.

So, as an end-to-end delivery business solutions provider, Tookan lets you make a fully functional platform without coding and deliver an incredible user experience at a fraction of the cost.

With its advanced inventory of features, Tookan helps you with;

- **Enhancing productivity**
- **Actional and smart intelligence**
- **Route optimisation abilities**
- **Automated dispatch functions**

All these features are imperative to create a high-functioning and seamless delivery management system for any location, market, and product, including meat. By choosing to code the platform, you might have to wait for the MVP to perform and then scale the platform by adding these features aimed at enhancing the user experience.

But Tookan gives access to the basic and advanced features of building a meat delivery platform from the get-go. This removes the need to wait, face heavy market competition, and indulge in cash-burning tactics for making your platform outperform others. Tookan sets the runway to help your platform grow at an accelerated pace.

To Sum It Up

Building a meat delivery service platform is an integrated process that requires extensive market research and adept development practices. Where aspects like market research are self-explanatory, and you can work on them on your own.

But designing and developing requires professional expertise, which comes at a high cost, given that you need a quality product.

By using Tookan, you can single-handedly build a fully functional meat delivery service. This is because Tookan gives you the ability to create the platform by answering only a few questions and adding the features you want.

If that's not all, you can also integrate the system with more than 100 payment platforms and several other intelligent in-app and third-party platforms for enhanced functioning and abilities.

