



**DELIVERING  
SATISFACTION**

**A QUICK TAKEAWAY**



# HOW IS YOUR FOOD DELIVERED TO YOU?



## Delivery Companies

Transport food from point A to B and charges flat or variable delivery fees



## F&B Digital Solution Providers

Help create an online platform for hawkers to receive orders and collect online payment



## Food Delivery Platforms

Offer full suite of services on their recognised platforms: marketing, orders, payment and delivery



# WHAT'S THE DIFFERENCE TO HAWKERS?



	Benefit	Tradeoff
Delivery Companies	Only need to pay cost of delivery	Effort needed to manage orders and payments
F&B Digital Solution Providers	Customised online ordering webpage builds brand awareness	Additional marketing or delivery services may be required
Food Delivery Platforms	All-in-one service for visibility, reach and delivery services	Relatively higher commission costs

# WHY ARE YOU PAYING MORE FOR ONLINE ORDERS?

While a large part of your payment goes to the hawkers, some parts of the commission they pay go to the delivery riders and to cover the platforms' operating costs.



## HAWKERS

Bulk of what you pay goes to hawkers for the preparation and cost of food.



## DELIVERY PERSONNEL

Most of what remains goes to him/her for delivering the food to you.



## DELIVERY SERVICES

What is left goes towards covering the operating costs of platforms, including customer support and platform maintenance

Commission charges paid by hawkers can be offset by marking up their online prices.

\*Visual is for illustrative purpose only. It does not represent the true amount each receives.