



Third-Party Delivery Performance Assessment™

Independent evaluation of your restaurant organization's complete third-party delivery business.

Most companies measure delivery sales. We evaluate the delivery business.

EXECUTIVE OVERVIEW

U.S. DELIVERY CONSULTANTS



Why an independent assessment matters

A significant sales channel can still be fragmented, economically misunderstood and operationally under-managed.

MOST COMPANIES MEASURE

Delivery sales.

WE EVALUATE

The delivery business.

Revenue shows scale. It does not reveal true economics, execution quality, customer experience, accountability or unrealized opportunity.

- **Fragmented management**

Responsibility often spans operations, digital, marketing, finance, technology, franchise teams and individual restaurants.

- **Platform-specific viewpoints**

Marketplaces and vendors naturally evaluate performance through their own products, priorities and commercial relationships.

- **Incomplete economics**

Gross sales may obscure commissions, promotions, advertising, packaging, labor, refunds and contribution.

- **Unclear accountability**

A large channel may still lack executive ownership, KPI responsibility and disciplined implementation.

U.S. Delivery Consultants represents the restaurant organization - independently evaluating the entire delivery business.

What we evaluate

Eight dimensions connect strategy, economics and the restaurant-level reality of fulfilling each order.

01

Strategy & management

02

Delivery economics

03

Marketplace performance

04

Menu & digital merchandising

05

Operations & fulfillment

06

Technology & integration

07

Packaging & customer experience

08

Measurement & improvement

CROSS-CUTTING LENSES

Benchmarking | franchise execution | geography | restaurant format | organizational maturity



Illustrative operational environment

How the assessment works

The scope is tailored to the organization. The methodology remains independent, practical and decision-focused.

1

Executive discovery

Align on objectives, challenges, platforms, locations, systems, data and scope.

2

Comprehensive evaluation

Review the relevant commercial, operational, technological and guest-facing components.

3

Analysis & benchmarking

Identify gaps, inconsistencies, root causes and opportunity across locations and platforms.

4

Recommendations & priorities

Rank actions by impact, urgency, complexity and implementation requirements.

5

Executive findings & roadmap

Deliver a clear leadership view of the business and the path forward.



ENGAGEMENT PRINCIPLE

Leadership receives a focused point of view on what matters, why it matters and where to act first - not a long list of equal-weight observations.

What leadership receives

A coordinated consulting package translates evidence into decisions, priorities and practical direction.



Illustrative leadership review

Executive Consulting Report

Key findings, performance opportunities, strategic recommendations and executive conclusions.

Executive Delivery Action Plan

A prioritized roadmap showing what should be addressed, why it matters and where management should focus first.

Operations Implementation Playbook

Practical guidance for restaurant-level execution, operational improvement and accountability.

Photography & Visual Merchandising Assessment

Marketplace storefront, product photography, merchandising, competitive presentation and conversion opportunity.

Executive Presentation & Leadership Review

A working session that aligns leadership around findings, decisions, priorities and next steps.

Deliverables are tailored to scope; the common standard is decision-ready clarity for leadership.



WHY U.S. DELIVERY CONSULTANTS

Independent perspective. Restaurant operating depth. Executive clarity.

We evaluate whether the entire delivery system works - regardless of which marketplaces, technologies or operating models are in place.

DELIVERY ECONOMICS

Gross delivery sales

- commissions & fees
- promotions & advertising
- incremental packaging & labor
- discounts, refunds & adjustments

= **delivery economic contribution**

THE FIRST STEP

Understand where the opportunities are.

SCHEDULE A DISCOVERY CONSULTATION

usdeliveryconsultants.com

Ready to Evaluate Your Delivery Strategy?

Whether you're improving profitability, redesigning delivery systems, or evaluating platform strategy, we'll help you make informed decisions based on operational experience—not product sales.

Independent. Vendor Neutral. Focused on Your Success.

Let's discuss your delivery challenges, opportunities, and goals so we can identify the strategies that will drive measurable improvement for your organization.



Objective Insights
Data-driven analysis focused on what improves performance.



Proven Experience
Decades of operational expertise across the delivery ecosystem.



Practical Solutions
Actionable recommendations you can implement with confidence.



Measurable Impact
Strategies designed to improve profitability, efficiency, and long-term performance.

