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## Flash Research Assignment #5

Our company should invest in making an Apple iTunes Application called Delivery Boy. This application enlists employees to pick up and deliver thousands of different products. The employees will receive a list of items to pick up and bring these items to the customers' doorsteps. Our company will benefit from this application by charging a delivery mark-up to the customer that is split between our company and the deliverer, and by creating a rewards program for return customers.

Delivery Boy will be able to bring any number of goods to our customers. The customer simply needs to type the desired product or products into a search bar and submit the order. A nearby deliverer will then get a notification on his phone, alerting of the order and its whereabouts. The employee who accepts the order first will have the opportunity to fill it. This application saves time for customers who need to go shopping. Now, with Delivery Boy, any and all products can be brought to the customer without him or her having to spend time leaving the house. Also, return customers will benefit from Delivery Boy's rewards program, which gives them points for each purchase that can then be used to buy free products. Though other companies have implemented similar technology options as Delivery Boy, our application will stand out due to its dedicated service offering and its strong rewards program.

Once orders are filled on Delivery Boy, our company will make money by charging a mark-up on the total price of the order. This mark-up will be split evenly between our company and our employee who filled the order. With a well-founded rewards program, customers will use the service again. First, we will automatically waive first-time customers' delivery fee. Then, they will be given a list of free products to choose from for their next purchase, inclining them to become repeat customers. From that point on, loyalty points will be accumulated, which the customer can use to purchase free goods on subsequent purchases. This service, however, does run the risk of disappointing customers if deliveries take too long. We will mitigate this risk by docking 50% of the commission of our employees if they arrive 10 minutes later than the delivery time given to the customer. Additionally, we will incentivize employees to arrive early by increasing the commission split to 60-40 (employee-company) if they are 10 minutes early. Deliveries have never been done like this before, and Delivery Boy is a compelling upstart application that provides a convenient service that will organically create a large and devoted customer base.