2515 Product FirstParty Delivery

Product Fieldbook · https://kb.jeffreysummers.com/docs/2515-product-firstparty-delivery/

The Demand

Before you expand or defend your first-party delivery program, name the new tax you have taken on by moving the authority-responsibility break from the platform to your own driver labor market. Pull your driver turnover, recruiting cost, and retention numbers this week and treat them as delivery cost, not a separate HR problem. Decide honestly whether the margin gain on the order is offsetting the cost you are now paying to run the last mile yourself.

The Work

Do you currently run first-party delivery — Yes or No:

If yes, who supplies the driver — your cast member, a direct contractor, or a white-label dispatch service:

Your current driver turnover rate, or your best estimate:

Your current driver recruiting cost, in time or dollars, this month:

The margin improvement you are capturing per order by owning first-party delivery:

Rate honestly whether that margin improvement is offsetting the new driver-labor tax, 1-5:

The authority-responsibility break you inherited by moving off the platform — where does authority over the last mile now sit:

The one driver-economics number you will start tracking this week that you have not been tracking: