2540 Product The Ghost Kitchen You Didnt Know You Opened

Product Fieldbook · https://kb.jeffreysummers.com/docs/2540-product-the-ghost-kitchen-you-didnt-know-you-opened/

The Demand

Before you sign up for, renew, or expand any delivery platform, answer the question honestly: does your product travel, does the experience hold outside your dining room, and is delivery consistent with the Guest you are building for. If you cannot answer yes to all three, name what that means — you are running an undesigned ghost kitchen inside your own building, ceding the Guest relationship on every order by default. Decide this week, by design and not by default, whether to engineer the delivery experience or pause it until you can.

The Work

Does your product travel — does the food, packaging, and experience hold up outside your dining room, Yes or No:

Is your delivery experience consistent with your brand positioning, Yes or No:

Does the delivery experience currently create a reason for that Guest to come in, or does it end the relationship at the bag, Reason to Come In or Dead End:

Where is the cost actually landing in your delivery model right now — commission, packaging, driver subsidy, or labor — name it specifically:

Are you running a designed brand extension or an undesigned ghost kitchen inside your own building — Brand Extension or Ghost Kitchen:

If ghost kitchen, what needs to be engineered before you accept another delivery order — packaging, consistency, or a conversion strategy:

The one decision you will make this week — By Design or By Default: