



Myths vs Facts of Food Delivery

August 19, 2020. Share: [f](#) [t](#)

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Want to increase sales and maintain profits while using food delivery partners? Discover the common misconceptions behind food delivery, and the truth behind them. As food delivery services expand across India, food operators have rushed to profit from this booming market. If you're planning to add food delivery as part



Sales and profits

of your service offerings, here are some of the most common myths to watch. **Myth** – Food delivery spells more sales and profits for your operations. **Fact** – While sales volumes may rise, delivery partners take commissions for handling logistics, delivery, and customer service, cutting into your profit margin. **Tip:** Observe, adjust and negotiate. Keep an eye out on the profit margin of delivery dishes and adjust accordingly. You can also try negotiating for better commissions and deals with your delivery partner.



Implementation difficulty

Myth – You need to be tech-savvy to operate online food delivery channels. **Fact** – Most delivery channels use simple interfaces. It's more important to have an operationally savvy team that can handle multiple and varying orders. **Tip:** Make sure your team is completely familiarized with each delivery system and how it works. They should also be able to balance dine-in orders with food delivery orders.



Fulfilling delivery orders

Myth – Handling food delivery requests is easy. It is just like fulfilling additional orders. **Fact** – Food delivery demands can vary significantly, which makes it tough to prepare and sustain. **Tip:** Leverage quality ingredients that reduce preparation time, as it frees you up for more important tasks. For example, instead of making onion tomato base gravy from scratch, try using [Knorr Onion Tomato Gravy](#).



Choosing the right dishes for delivery

Myth – Food is perishable which results in limited menu options for delivery. **Fact** – There are tips and tricks, as well as different ingredients that can travel better than others. **Tip:** Use ingredients that improve food durability. For example, instead of using fresh tomatoes that may spoil quicker, [Knorr Kissan tomato puree](#) gives you the same concentrated taste without the hassle.

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