

## Analysis of “Takeout+Courier” Common Delivery Mode under O2O Background

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**Abstract:** With the development of O2O mode, the takeout O2O mode comes out. Takeout platform grasps the pain point of users, bring great convenience for their lives, but also there are some problems. Starting with the current situation of the delivery O2O model, this paper tries to use the new model of “Takeout+Courier” common delivery to solve the difficulties and provide reference for the rapid development of the delivery industry.

### 1. Introduction

In 2015, Premier Li Keqiang first proposed the concepts of “Internet+” and “mass entrepreneurship and innovation” in the Government Work Report of the two National congresses to encourage online and offline interactive innovation [1]. The innovative development strategy of commercial circulation has given birth to the O2O model and guided its transformation and development. In recent years, under the incubation of mobile payment services. The O2O pattern has also been continuously updated and extended to each domain in life. The takeout O2O model is a new product of the O2O mode, which not only provides fast and convenient services for consumers, but also opens up a new marketing channel for offline catering, expanding the scale of business. This article is based on this background.

### 2. The Current Development Status of the Takeout O2O Model in China

#### 2.1 Takeout Delivery Model

Nowadays, the delivery mode of our country's takeout platform is divided into three kinds: self-operated distribution of catering companies, crowd-sourcing logistics distribution of platform O2O, and cooperative distribution of third-party platforms [2]. Businesses vary from person to person, implementing different delivery methods to achieve maximum efficiency.

##### 2.1.1 Self-operated Distribution of Catering Companies

The catering company self-operated distribution model is the most traditional distribution model [3]. In the early years, companies represented by KFC provided a series of home delivery services. After receiving customer telephone orders, by the business's own staff or recruitment distribution part-time personnel for distribution of goods. Nowadays, many merchants staying on the takeout platform still follow this model, using the platform to integrate order information, and then implement self-operated distribution.

##### 2.1.2 Crowd-sourcing Logistics Distribution of Platform O2O

The O2O platform crowd-sourcing logistics distribution mode is the most current distribution model [4]. The takeout platform passed the examination and recruited a large number of takeout staff who could take advantage of their spare time to work part-time. The crowd-sourcing model centralizes the scattered human resources of the society, carries on the full-time commodity distribution.

##### 2.1.3 Cooperative Distribution of Third-party Platforms

The third-party platform cooperation distribution model is the takeout platform and the third-party distribution team signed a cooperation agreement, to provide consumers with professional and efficient distribution services. The takeout platform through the recruitment of Franchisees, access to the local distribution market, accelerate the localization process, can quickly occupy the market [3].

## **2.2 Status of Takeout Industry**

### **2.2.1 Rapid Market Expansion**

According to data from the China E-commerce Research Center, the scale of the online takeout industry has continued to expand in recent years. As of the end of 2018, the transaction scale of the takeout market has exceeded the 200 billion yuan mark, with a growth rate of 18.32%. After the development of the takeout market in recent years, its market development has entered a period of stable growth, and the expansion rate has maintained at double-digits every year. According to current trends, in 2019, the scale of the online food delivery industry is expected to exceed 280 billion yuan.

### **2.2.2 Outgoing Demand, High User Stickiness**

The new generation of young people rarely has the time and energy to prepare their own meals outside of work, so the popularity of takeout platforms is extremely high. With the expansion of the scale of Chinese Internet users, the number of users of takeout platforms has also increased. According to statistics, as of the end of 2018, the number of users of the takeout platform reached 406 million, an increase of 18.4%. Besides, through statistics on the number of active devices on WECHAT Mini Programs, we can find that the number of users of the Food Delivery Mini Program is among the top three. The takeout platform has reached the national level penetration level, and the user stickiness is high.

### **2.2.3 Herd Competition, Fierce Competition**

The Internet environment in full swing has promoted the transformation of traditional e-commerce to mobile e-commerce, which has impacted the traditional catering industry. The number of online takeout platforms has also continued to grow, and more and more merchants have chosen to settle on online takeaway platforms. To occupy the market share, the settled merchants can only adopt the mode of making small profits and selling more and use more methods such as free of charge, full reduction, red envelopes to attract more customers, which undoubtedly intensifies market competition.

## **2.3 Problems with the Delivery Model**

### **2.3.1 Inefficient Distribution**

Aiming at the self-operated distribution model, due to the decentralized order, the distribution personnel often need to run back and forth constantly, resulting in a waste of distribution time. The inefficient distribution leads to a large number of consumers not being able to obtain the ordered goods in time, and the evaluation of the merchants will be reduced, which hinders the second consumption. For the platform distribution, the distribution area is harsh, the rider usually gets the order through rush orders, the distribution mismatch is prominent. Also, the takeout platform does not have a professional distribution device, the size of the distribution box is limited, and the distribution capacity is insufficient, which also restricts the efficiency of distribution.

### **2.3.2 Uneven Service Attitude**

The takeout delivery staff is not rigorously assessed, and the quality of service is uneven. For the self-operated delivery model of the takeout delivery staff, their salary source is usually a fixed salary set by the merchant, and the incentive effect is not good. Aiming at the platform distribution model, the rider's salary is priced by the piece. To pursue the order quantity, the rider often takes as many orders as possible at the same time, each party can not take care of, the service attitude is often ignored.

### **2.3.3 The Delivery Staff is Idle for Multiple Periods**

In the operation mode of the takeout platform, takeout is generally only responsible for the distribution tasks in the designated area and usually based on the principle of proximity. Most merchants on the takeout platform open after 10 am, and the distribution tasks are most difficult with the peak hours(11: 00-14: 00)and evening peaks(17: 00-19: 00). Except during peak periods, delivery orders are scattered, and takeaway delivery staff is idle for multiple periods.

### **3. “Takeout+Courier” Common Delivery Mode**

In view of the current problems in the takeout industry, this paper proposes a new model of delivery together with express delivery, with a view to making use of the cooperation and sharing between the delivery industry and express delivery industry under the sharing economy, so as to achieve mutual benefit and win-win results for both sides, to promote the development of the takeout trade.

#### **3.1 Main Body Analysis of the “Takeout+Courier” Common Delivery Mode**

##### **3.1.1 Takeout Enterprise Platform**

Takeout enterprise platform equipped with a distribution team for point-to-point delivery of goods ordered by customers [5]. As mentioned above, in addition to the afternoon and evening rush hours, the delivery staff has several periods of idle time, resulting in idle human resources.

##### **3.1.2 Express Delivery Companies**

The terminal express company undertakes the distribution task of the last kilometer of the city logistics, which is the most important part of the logistics distribution. At present, the problems that express enterprises are facing are: after shopping carnivals such as “Double Eleven”, “Double Twelve”, “618”, express delivery companies are facing a crisis of warehouse bursting, bearing severe distribution pressure; the timeliness of goods distribution is poor, and often the delivery cannot be completed within the agreed time; because of the small batch and high frequency of express delivery, it needs to spend a lot of human resources and time cost, and the delivery cost of processing delivery remains high.

#### **3.2 Analysis of the “Takeout+Courier” Common Delivery Mode**

##### **3.2.1 Intensive Integration of Distribution**

The terminal distribution alliance is formed by the joint distribution of takeaway and express delivery, share manpower and material resources, and complementary distribution is assigned to express delivery staff and takeaway delivery staff. During peak delivery times, the delivery person will assist the delivery person to sort and deliver the goods accurately. During delivery, the delivery company will share a larger capacity, configure more professional cargo loading equipment, and assist in delivery.

##### **3.2.2 Information Management Integration**

Carry out information management integration to facilitate the delivery of delivery personnel with delivery companies and courier companies. To carry out efficient distribution, the model of “Takeout+Courier” delivery integrates the platform system of both sides and allocates the delivery personnel, order of take-away and express logistics resources. At the same time, by subdividing responsible areas and path planning. The implementation of regional accurate distribution. Both parties jointly training and improve the evaluation system for screening and assessment.

### **4. The Advantages of the “Takeout+Courier” Common Delivery Mode**

#### **4.1 Integration of Social Transport Capacity to Improve Distribution Efficiency**

By using the mode, the social resources are integrated and the resources are optimized to achieve the reasonable distribution of resources. To absorb the time idle delivery personnel, supplemented the social transport capacity. By sharing the work load of takeout delivery and courier delivery, subdividing responsible areas, reducing waste of delivery time. The increase in delivery personnel can effectively reduce the secondary delivery, repeated loading and unloading and other phenomena, and effectively improve the efficiency of distribution.

#### **4.2 Achieve Precise Delivery and Improve Customer Experience**

Using the model of pricing based on the takeout platform, the delivery staff is responsible for the assigned area to achieve precise distribution and assume the distribution responsibility for each product which can effectively improve the quality of distribution. Through the control of each distribution route, the control liability and orderliness of the takeout distribution process is achieved, and the rights of merchants and customers are protected. Through the cooperation of takeaway and express delivery platforms, information sharing and mutual supervision are achieved. The two

industries jointly train and evaluate on-the-job staff, standardize the quality of distributors and greatly improve the consumer experiences.

#### **4.3 Revitalizing Idle Time and Shaping Brand Effects**

To takeout platform, reduced the labor force waste of the deliveryman idle time phenomenon. Deliverymen are able to use their free time to arrange deliveries and earn extra money. In the differentiation competition of express enterprises, the brand effect is especially prominent. The improvement of distribution efficiency is helpful for express company to get excellent customer evaluation, and has great influence on the brand effect of express company.

It can be concluded that the delivery platform and the express delivery company can share the human resources and material resources, effectively integrate the idle resources of the delivery man, and share the burden of the express delivery company, thus greatly improves the utilization ratio of resources. Delivery Platform can retain talent, reduce training costs; express platform can improve efficiency, establish brand effect.

### **5. Conclusion**

The conclusion of this paper is as follows:

Takeout O2O mode is developing well in China. The common O2O distribution modes are self-operated distribution of catering companies, crowd-sourcing logistics distribution of platform O2O, and cooperative distribution of third-party platforms.

The present situation of the takeout industry are the rapid market expansion, outgoing demand, high user stickiness, herd competition, fierce competition. However, there are some problems such as inefficient distribution, uneven service attitude, and much idle time of distribution staff.

The paper holds that the joint delivery mode of “Takeout+Courier” common delivery can effectively solve the dilemma faced by the takeout trade. Through the intensive integration of distribution information management, we can improve social transport capacity and the efficiency of distribution, realize accurate distribution and improve customer experience, revitalize idle time and have brand effects.

It is expected that this paper can provide a theoretical basis for the development of the new model of “Takeout+Courier” common delivery and give play to its due advantages in practice to help the development of urban logistics.

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