

MT3.3_4 Case Study: Applying the decision-making frameworks

Case Study Launching a New Food Delivery App

Scenario: You are a team tasked with launching a new food delivery app in a highly competitive market dominated by established players.

Goal: Develop a go-to-market strategy that maximizes the app's success.

Instructions:

- Decision Point: Delivery Model (Choose one):
 - Option A: Partner with existing restaurants and delivery personnel.
 - Option B: Build an in-house delivery network with dedicated staff.
- Decision Point (for Option A only): Commission Rate (Choose one):
 - Option 1: Charge restaurants a 20% commission fee.
 - Option 2: Offer a lower commission fee (15%) to attract initial partnerships.

Questions:

1. Considering the competitive landscape, which delivery model (A or B) might be a more suitable starting point for the new app? Explain your reasoning.
2. If you choose Option A (partnering), what factors would influence your decision on the commission rate (Option 1 or 2)?
3. Imagine two future scenarios for the food delivery market: Rapid Growth and Market Saturation. How might these scenarios impact the chosen delivery model and commission rate?