

# Supplemental Material for the Worcester Regional Food Hub

An Interactive Qualifying Project submitted to the Faculty of  
WORCESTER POLYTECHNIC INSTITUTE

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Science/Arts

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The raw Data from surveys and interviews, and the matrices from the content analysis are included in the Zip Folder.	

## Amazon: (\$0.99 per item sold, or \$40 flat fee + additional fees)

1. Signup link is <https://sell.amazon.com/start?ld=seussoagoog-nag004-d>

Before starting, please ensure you have the following handy

We may require additional information or documents later



**Business and  
Contact address**



**Mobile or Telephone  
number**



**Chargeable Credit  
card**



**Identity details**

2.

- a. Will need an amazon account to start the signup process, and the information in the above picture.

### Business type

✓ Select an entity type

State-owned business

Publicly-listed business

Privately-owned business

Charity

None, I am an individual

in Canada, United States, or Mexico, you also agree to the additional terms listed on the [International Selling Agreements](#) page with respect to those services.

Agree and continue

3.

- a. Then you will need to select the business's country and type.

4. The fees are outlined here for the 2 available plans with Amazon

- a. Subscription fee (individual or professional)
  - i. Individual : \$0.99 per item sold
  - ii. Professional : \$39.99 flat fee regardless of quantity of items sold

- b. Selling fee calculated per item (different items make different fees) which includes referral fees and variable closing fees (can be as little as 6% or as high as 45% based on item)
- c. When fulfilling orders yourself, shipping fees apply based on product category and shipping option chosen by the customer
- d. Fulfillment By Amazon (FBA) fees for storage etc.

- i. <https://sellercentral.amazon.com/gp/help/external/GPDC3KPYAGDTVDJP>

In most cases, products must have a Global Trade Item Number (GTIN), such as a UPC, an ISBN, or an EAN. Amazon uses these product IDs to identify the exact item you're selling. If you match a listing, you won't need to provide a product ID since it already exists. If you're adding a product that's new to Amazon, you may need to purchase a UPC code or request an exemption.

In addition to a product ID, here's some of the important information that goes into each product listing:

- SKU
    - Product title
    - Product description and bullet points
    - Product images
    - Search terms and relevant keywords
- e.
  - i. The following are needed to make a product listing when you sign up

- 1. Title**  
200 characters max, capitalize the first letter of every word
- 2. Images**  
500 x 500 or 1,000 x 1,000 pixels to increase listing quality
- 3. Variations**  
Such as different colors, scents, or sizes
- 4. Bullet points**  
Short, descriptive sentences highlighting key features and benefits
- 5. Featured offer ("Buy Box")**  
The featured offer on a detail page. Customers can add to their cart or "Buy Now"
- 6. Other offers**  
The same product sold by multiple sellers offering a different price, shipping options, etc.
- 7. Description**  
Keywords improve the chances that people will find your listing

f.

- i. The following will be needed to make a good product description page, this info can be pre-prepared to make the process streamlined

## Doordash: (Pricing varies by plan: storefront is 2.9% + \$0.30)

1. Signup form is here <https://get.doordash.com/en-us/business/grocery>
  - a. Signup process is said to take between 3-5 business days
2. Will then need to choose a protocol for receiving doordash orders the following are options
  - a. Doordash tablet, weekly fee (TODO: find this number)
  - b. Some POS systems integrate with doordash (ex Square)
  - c. Email
  - d. Fax
3. There are a number of different plans to use doordash which are shown below

### Solutions for every business

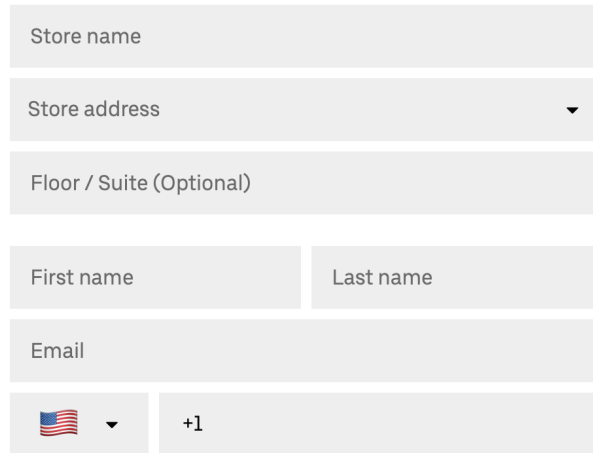
Products	Get orders through the DoorDash app	Get orders through your own website or other channels	Use DoorDash drivers to fulfill deliveries
<b>DoorDash App</b>	✓		✓
<b>Self-Delivery</b>	✓		
<b>Storefront</b>		✓	✓
<b>Drive</b>		✓	✓

4. By clicking on the name of each plan under the “products” column, pricing can be seen for each option. Doordash also says that they will consult businesses on which plan is best for them.

UberEats: (6% fee on each service+ 15%/25%/30% fee based on the position in the search page)

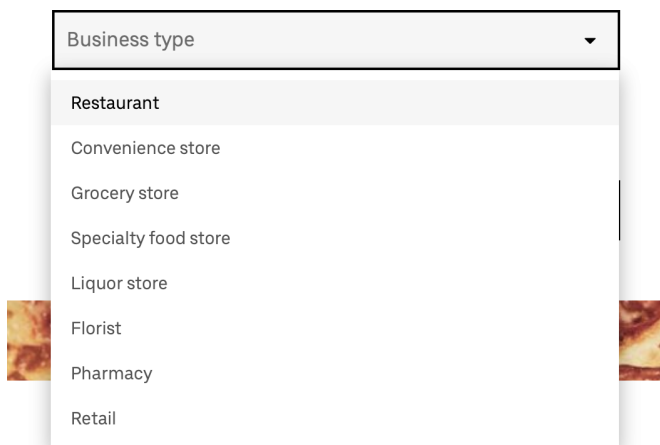
1. <https://merchants.ubereats.com/us/en/s/signup/> signup link for UberEats

### Get started



The form consists of several input fields: a single-line text field for 'Store name', a dropdown menu for 'Store address', a single-line text field for 'Floor / Suite (Optional)', two side-by-side single-line text fields for 'First name' and 'Last name', a single-line text field for 'Email', and a phone number field with a country code dropdown (showing the US flag) and a text input for the number (showing '+1').

2. The following information is needed for signup, and a business type will need to be selected



A dropdown menu titled 'Business type' is shown with a list of options: Restaurant, Convenience store, Grocery store, Specialty food store, Liquor store, Florist, Pharmacy, and Retail. The 'Restaurant' option is highlighted at the top of the list.

3. **Given the extensive fees for using UberEats, we do NOT recommend signing up with this service, but the information is still provided**

# GrubHub:

Pricing for restaurant: 10% paid to grubhub for using their drivers, 15% gives you a spot on the second page of the search, 20% gives you a spot on the first page, 25% gives you a spot near the top of the search.

1. Sign up from here: <https://get.grubhub.com/>

**Try Grubhub free for 30 days.**

Join Grubhub Marketplace and get access to all the benefits that go with it. **All fields required.**

First name \*

Last name \*

Email \*

Phone \*

Restaurant name \*

Restaurant zip code \*

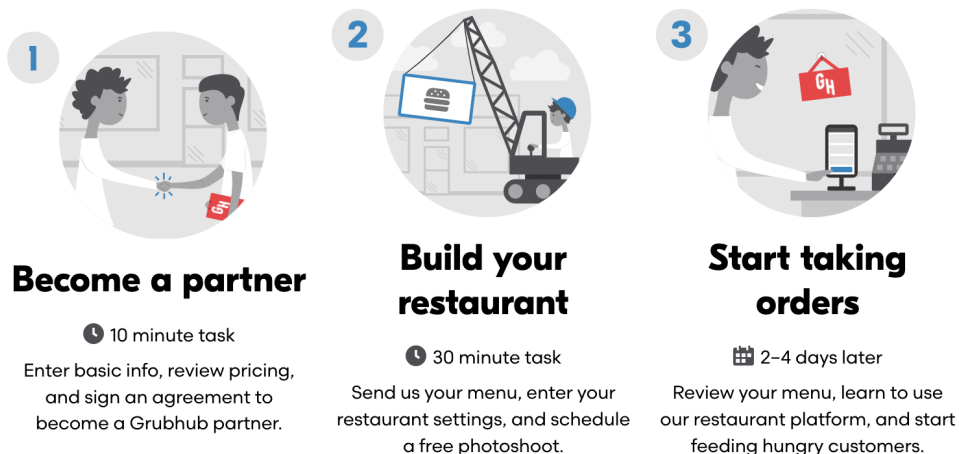
Role \*  
Please select...

**Get started** Already have an account? [Sign in](#)

By clicking "Submit" or by using this site, you agree to Grubhub's terms of use and privacy policy.

2. Sign up and start selling.

## Here's our signup process:

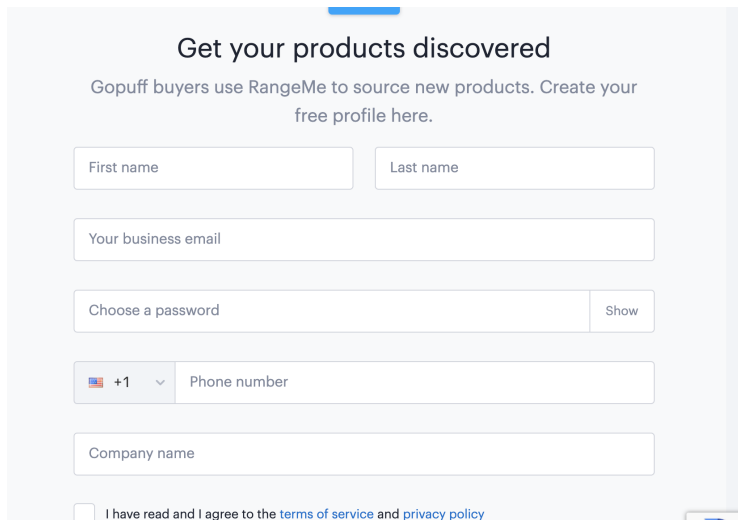




# GoPuff:

## Pricing:

1. Sign up here: <https://www.rangeme.com/gopuff>



**Get your products discovered**

Gopuff buyers use RangeMe to source new products. Create your free profile here.

First name

Last name

Your business email

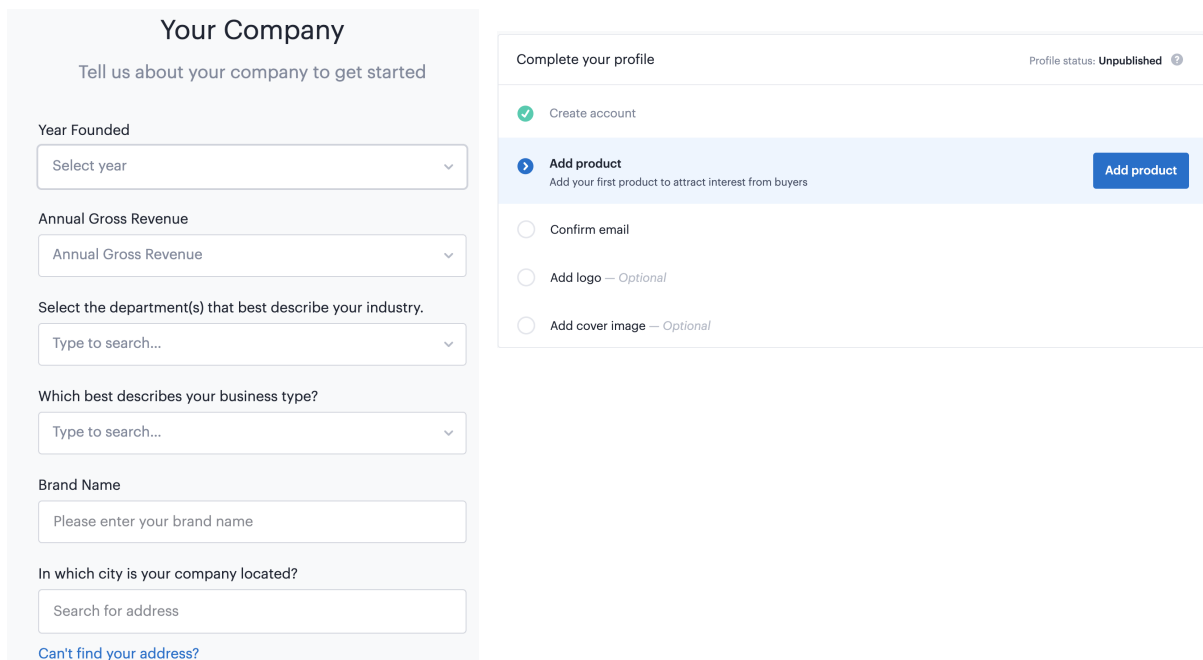
Choose a password  [Show](#)

Phone number

Company name

☐ I have read and I agree to the [terms of service](#) and [privacy policy](#)

2. Start filling out basic informations



### Your Company

Tell us about your company to get started

**Year Founded**

Select year

**Annual Gross Revenue**

Annual Gross Revenue

Select the department(s) that best describe your industry.

Type to search...

Which best describes your business type?

Type to search...

**Brand Name**

Please enter your brand name

In which city is your company located?

Search for address

[Can't find your address?](#)

### Complete your profile

Profile status: **Unpublished** [?](#)

☒ Create account

☒ **Add product**  
Add your first product to attract interest from buyers [Add product](#)

☐ Confirm email

☐ Add logo — *Optional*

☐ Add cover image — *Optional*

Online retail outlets	Compatibility with WRFH vision	Pros	Cons	Research	Costs restaurant	Costs for customers
<u>UberEats</u>	Yes, recognized by several WRFH customers.	No credit card processing fee. Food made as orders come in, works well with people who rent kitchen out	Loose control over interaction between customer.	Online research	\$350 activation fee 15% own delivery drivers 30% use Uber Eats' delivery drivers	15% (between \$2.50 and \$4.50), plus a delivery fee.
<u>DoorDash</u>	Yes, has lots of recognition, would work best for hot meals from WRFH	One of the most well-known delivery services	<u>DoorDash</u> can be viewed as more of a way to get fast food as opposed to real meals/produce	Online research	30% (20% marketing fee + 10% delivery fee) \$250 activation fee	Service fee, delivery fee, driver tip, taxes
<u>GoPuff</u>	Kinda, can sell quick meals and grocery items, but you need to send food to their warehouses	Focuses on produce/groceries thus allowing the expansion of Wednesday pickup	Low recognition from interviewees means people would be unfamiliar with the software	Website details and online articles	30% delivery fee	\$1.95
Postmates	Focuses more on groceries, can work well with products made by kitchen renters	Not as focused on meals more, but they sell everything	Owned by uber eats, could be a pro or a con, not as widely available as some other options	Online	15% marketing fee 15% delivery fee	Delivery fee lowers with partnered restaurants (\$1-4)

Online retail outlets	Compatibility with WRFH vision	Pros	Cons	Research	Costs
Amazon	Only option that presents national shipping, could work well with non-perishable options	Nationwide shipping, being such a big corporation helps expand reach	Little recourse, a large corporation can easily mess up and leave seller to cleanup.	Interview with Larua's friend Jen about her experience selling through Amazon, online research	\$39.99 per month if selling > 40 units, fulfillment fees, storage fees per square foot as well, lots of features to buy
Instacart	Recognized and used by several interviewees from curbside pickup, used for groceries explicitly	Good recognition, centered around groceries, good for local delivery	Goes from retail store to the customer, not from brands.	Online research, Jen also had some opinions on Instacart being a good option	\$3.99 delivery fee and 5% service fee, membership fee, around \$99 a year
GrubHub	Would do well with the hot food, seems more focused on meals not groceries, good for local reach	Can help kitchen users get meals out more	Bad customer reviews, might not produce good deliveries for customers	Online research and online reviews	20% marketing fee 10% delivery fee processing fee of 3.05% + \$0.30 per transaction