

# Doddle.

BUSINESS MODEL ANALYSIS

CREATING THE NEXT®

## Company Overview

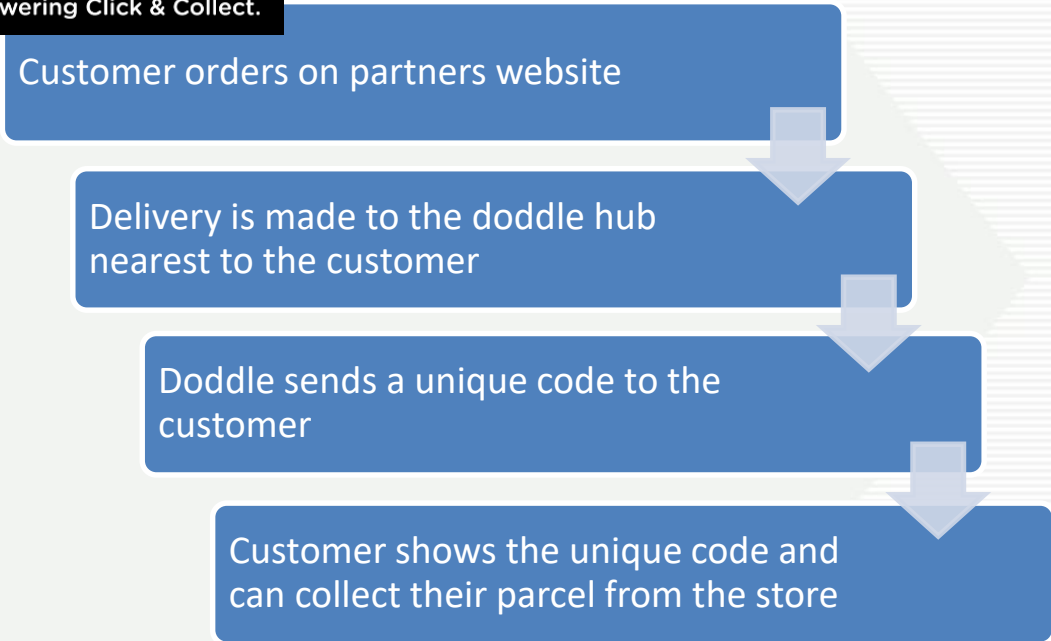
**Doddle Parcels (Doddle Parcel Services Ltd)** is a parcel store network that allows customers to send and receive parcels in their dedicated stores at [railway stations](#), commuter hubs and [university campuses](#) around the UK <sup>[2]</sup>

Started in October 2014 <sup>[2]</sup>

## Current Operations

- 80 hubs in UK at frequently visited locations <sup>[1]</sup>
- 50+ partners<sup>[1]</sup>
- Hub Capacity : 3000 parcels <sup>[3]</sup>
- Retrieval time : 90 seconds <sup>[4]</sup>

# Creation pole



A Runner is a Doddle-employed courier who'll turn up to exactly where you are, at your convenience, to pick up your unpacked items or ready packed parcels



Doddle Neighbour is the parcel service that lives or works on your street. Part of the local Doddle store team, you can rely on your Doddle Neighbour to collect, send or return your parcels for you.

- Website based order tracking
- Interfaced with many of partner's website for easy access

## Character Pole

Mission: Never miss a delivery again

Business oriented model focused on :

- Quick availability
- Access to hubs

## Offer Pole

- Scale: Intra urban
- Model : B2C
- Most of the partners are based in the apparel industry

## Stakeholder Pole

- Doodle Runner : Non professional courier (employed as runners)
- Doodle Neighbor : People appointed by Doodle in each neighborhood

## Recipient :

- Individuals
- Business outsourcing parcel services

## Prominent business partners





## Revenue model

### Hub delivery - Fixed price / Membership

- £ 1.95 for a single pickup <sup>[1]</sup>
- £ 3.99 for tracked deliveries <sup>[1]</sup>
- A fixed **membership** fee for free deliveries for a year

### Doddle Runner-Fixed price

- £ 5 for every 5 packages <sup>[1]</sup>

## Value proposition

- Parcels can be collected at any day, any time <sup>[1]</sup>. Avoids the need of setting delivery locations at office
- Complements the high volume parcel delivery during Black Friday and Christmas <sup>[6]</sup>
- The model helps in reducing carbon footprint of delivery systems <sup>[5]</sup>
- Helps businesses save on office labor which is used for sorting personal parcels <sup>[4]</sup>
- Provide packaging service for shippers <sup>[1]</sup>
- Returns can be made at the same store. 7 day return policy <sup>[1]</sup>
- The store provides a changing room for trying on newly ordered clothes <sup>[1]</sup>

## Competitors and market share <sup>[7]</sup>

- Royal Mail
- Collect Plus
- Parcel 2 go

No reliable sources available for revenue estimation.



## References

1. <https://www.doddle.com/>
2. [https://en.wikipedia.org/wiki/Doddle\\_Parcel](https://en.wikipedia.org/wiki/Doddle_Parcel)
3. <https://www.theguardian.com/small-business-network/2016/jun/15/get-paid-for-accepting-neighbours-parcels>
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5. <https://www.doddle.com/press/doddle-reduces-environmental-damage-caused-by-home-deliveries>
6. <https://www.doddle.com/press/kicking-the-grinch-of-missed-deliveries>
7. <http://tamebay.com/2014/10/doddle-delivery-prices-do-they-work-for-you.html>