

## Front Lines

6/1/2024

### Lowe's + DoorDash

*Jennifer Polanz*



DoorDash recently entered into its first agreement with a home improvement retailer, Lowe's, to offer same-day deliveries of all kinds of products, including garden products like plants, potting mix and mulch, according to a recent report on Retail Brew. Customers will be able to select a standard delivery time that will depend on how fast a Dasher can get the product and deliver it, or they can schedule a delivery within a five-day period.

A vice president for DoorDash interviewed in the Retail Brew story admitted the logistics of delivery could be challenging, including finding Dashers with large

enough vehicles for orders like multiple bags of mulch. However, the story quotes CFO Ravi Inukonda as saying DoorDash's efforts to expand outside of restaurant and food will help improve the bottom line: "There's a question if these businesses are going to be profitable for us. But when I look at the data, I have no doubt in my mind that all parts of our new vertical business [are] going to be profitable over time." **GP**