My idea is that I run a distribution company and that I am going to partner with a fast food corporation. The corporation will implement commercial drones that will be able to deliver food to a customers door in a short amount of time.
Specifics

■ Target Audience: Taco Bell
  - *Because Taco Bell have an abundance of locations, especially in suburban areas, I am targeting them.*
  - *Taco Bell also wants to start a delivery service*

■ Delivery by drones can increase profits while minimize costs
  - *Eliminates paying drivers*
  - *Adding a delivery fee will increase profits*
  - *People buy Taco Bell because of delivery services*
The drone will be similar to the one shown above with technology that allows for easy operation and smooth delivery. The drone has technology that allows the operator to draw the route for the drone and the drone will complete the route. The operator will watch the drone and can change its course or manually control it however he sees fit.
Examples

■ Drones in the Suburbs
  - FAA regulations requires operators see their drones
  - Visibility of about 3-4 miles in suburbs
  - Only deliver to customers within this visibility radius

■ We suggest that there be an area on top of Taco Bell locations where operators can work
  - Allows optimal visibility for operators

■ We also suggest that this is implemented in large suburbs to maximize number of customers
Why This Is Needed

- America is a consumer driven country
  - Convenience and speed are priorities in society
- Technology
  - Technology is constantly progressing and drones are a huge craze right now
    - Ex: Amazon delivery service
- Missed Opportunity
  - Drones could separate Taco Bell not only from other fast food competition, but also from pizza shops
Works Cited