

**THE  
JUSTEAT  
PARTNER  
INFORMATION  
PACK**

**FRESHLY PREPARED JUST FOR YOU**



# **WELCOME TO JUSTEAT**

This information pack makes it easy to get started with JustEat and includes everything you need to make the most of our partnership

**WE'LL HELP  
GROW YOUR  
BUSINESS  
BY UP TO  
25%**



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## MONEY MADE SIMPLE

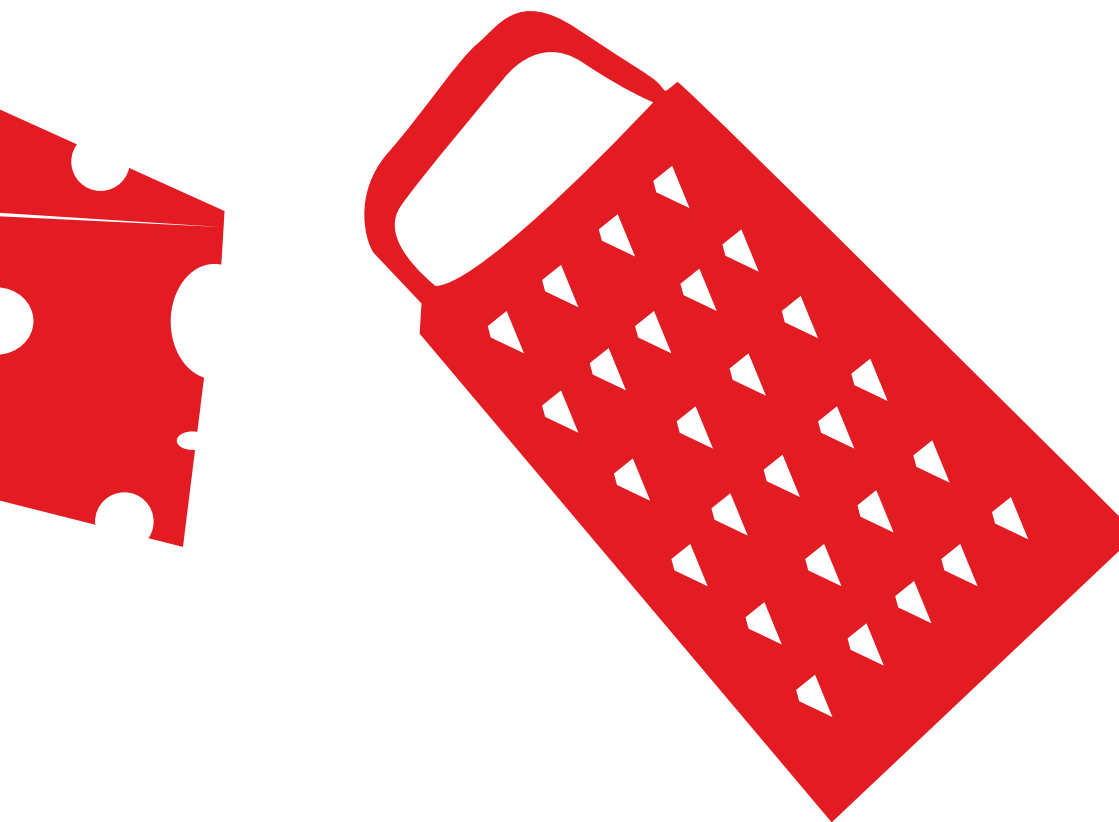
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# FOR STARTERS

## HOW JUSTEAT BEGAN

Originally founded in Denmark in 2001 by a group of friends who spotted a gap in the market, JustEat is now the world's biggest online takeaway service, available in over 10 countries across the world.

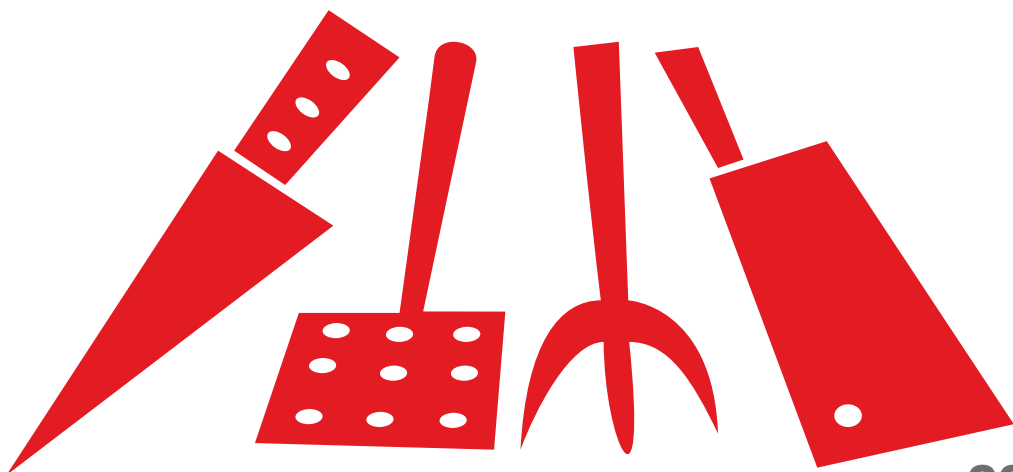
JustEat Ireland was launched in September 2008 and is the country's market leader with over 120 thousand customers ordering online.



**YOUR BUSINESS SUCCESS**



**HOW YOUR PARTNERSHIP WITH  
JUSTEAT WILL GROW YOUR BUSINESS  
AND INCREASE YOUR ORDERS**



# **THE JUSTEAT RECIPE FOR BUSINESS SUCCESS**

**WE'LL HELP GROW  
YOUR BUSINESS BY  
UP TO 25%**

**WE'LL PUT YOU IN FRONT  
OF 120 THOUSAND CUSTOMERS**

**WE'RE IRELAND'S LEADING  
ONLINE TAKE AWAY WEBSITE**

# WE'RE CONSTANTLY PROMOTING JUSTEAT AND YOU THROUGH THE FOLLOWING CHANNELS



## PR SUPPORT

We're always in the public eye,  
raising brand awareness

## TV ADVERTISING

With campaigns on:  
RTÉ, Channel 4, E4, TV3, iTV,  
SKY1, SKY Sports, Setanta

## NEWSLETTERS

We send weekly newsletters to over  
100 thousand subscribers,  
inspiring them to try a new  
takeaway online



## ON-LINE

We work hard to ensure that we always appear  
top on takeaway related online searches



## SOCIAL MARKETING

Just Eat has over 17,000  
fans on Facebook\*

\*Figures correct October 2011

# TESTIMONIALS



## **Timothy from Ming Court, Dublin**

Our relationship with JustEat has been terrific and incredibly beneficial. My takeaway service has expanded by 30% and it's all down to JustEat. I would definitely recommend investing interest in the company to any takeaway who wants to increase their business.



## **Wendy from Victoria House, Kildare Town**

Since joining JustEat our takeaway business has been thriving. Our best business is through online orders via the website and we have an ever increasing customer base. JustEat provides us with a great resource and in turn helps us to improve our own service. We also save on costs such as menu card print and thus saves time and money.



## **Daniel from Kanum Thai, Dublin**

We ajoined JustEat in October 2009. From the friendly and relaxed sign up process to the installation of the jct box we have found the JustEat staff to be informative and efficient at all times. We have noticed the increase in business and have greatly benefited from the online pay service and the detailed description of dishes that the JustEat web site provides.



### **Derek from Leo Burdocks, Dublin**

JustEat are a fabulous business generator for Leo Burdocks. They show there are still ways of bringing new customers to your business or serving existing customers in a better way. It's just fabulous.



### **Sohail from Tasty Bites, Limerick**

I joined JustEat in July 2009. I wanted to target the student population in Limerick and knew that by joining JustEat I would be able to benefit from their takeaway market expertise and the marketing campaigns. Since joining JustEat our orders have increased by 40% and continue to increase by approx 20% month on month.



### **Saidin from Alladins, Mervue, Galway**

I joined JustEat in September 2011 and it was the best decision I have made so far in all my years of being in the takeaway business. We get new customers every day, our orders have increased dramatically, and we get great support from the JustEat team. We were astonished to have covered the cost of the sign up to JustEat in the first two nights of being online!



**Tommy from Dynasty Chinese,  
Tramore, Co. Waterford**

We've been with JustEat for the past two years and thanks to them we have peace of mind that we are guaranteed business. I come into the restaurant knowing I will have enough orders, meaning I no longer have to worry so much about the day ahead.



**Mindi from Norios, Galway**

I have been online with justeat.ie since august 2009 and i have witnessed my orders grow by over 100% year on year. At the moment over 95% of my delivery orders come from JustEat customers, these are also new customers to our takeaway, customers i would have missed out on if i was not online. The question is not why join JustEat.. the question is why haven't you joined already!



**Bartie from Barties Pizzeria, Cork**

Since I joined JustEat my delivery orders have significantly increased and I feel this was a major factor in being named on Corks 96FM as the 'Best Local Takeaway'.

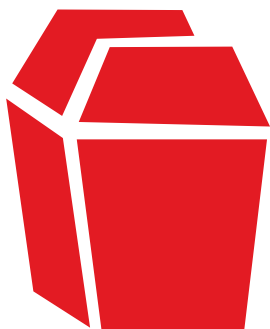


**Polly from I Love Food, Dublin**

I'm so glad that we joined JustEat. The whole concept is great and has really helped me establish a good takeaway service. I'm receiving more and more orders each day and my business is growing.

# **HOW TO PROCESS ORDERS**





**PROCESSING ORDERS IS EASY  
YOUR JUSTCONNECT TERMINAL (JCT)  
DOES MOST OF THE WORK FOR YOU**

# YOUR JUSTCONNECT TERMINAL

Your JustConnect Terminal automatically takes orders and prints the details for you. Please follow these simple do's and don'ts for problem-free processing:

Never unplug the JustConnect Terminal as the power always needs to be on.

The screen should show '32 READY FOR ORDER'. If this is not displayed after five minutes, unplug the cable, wait 10 seconds, then plug it back in.



## TO ACCEPT AN ORDER - F1

When the terminal beeps and shows Accept or Reject, press F1 to accept. Press F1 again to process and select the First Time option.



## TO DELAY AN ORDER

Once you have pressed Accept using F1, you have the option to delay the order time in intervals of five minutes if you need to. But where possible, always use the First Time option.



## TO REJECT AN ORDER - F2

You should never normally reject an order as this could lose you customers, so only do this if you have to.



For further assistance, or if you have any questions, please call us on 0818 288 888

**INGREDIENTS  
FOR A  
PERFECT  
ORDER**



**Delivery:**

JustEat.ie

**Order No. 123456**

Royal Chinese  
21 North Strand Road  
Dublin 3

|                           |      |
|---------------------------|------|
| 2x no. 165 3 in 1 (Large) | 8.00 |
| 1x no. 131 Prawn Crackers | 1.80 |

|               |              |
|---------------|--------------|
| Discount:     | 1.00         |
| Delivery:     | 2.00         |
| <b>Total:</b> | <b>10.80</b> |

Customer info:

Joe Bloggs  
10 New Street  
Dublin 1

Phone (printed after acceptance)

**Order IS PAID**

Signature: \_\_\_\_\_

Comments: Loads of onions in both  
the 3 in 1 please

123456 - XXXXXXXX-75

Requested for:  
ASAP 13-04-2011

Prev. order from customer: 1

Just-Eat phone no: 01 872 7863

Your WWW is:  
www.royal.just-eat.ie

Accepted to: 13-04-2011 18:45

Cust phone:  
01 872 4267

1

Delivery or collection

2

Customer's order number

3

JustEat Discount, this is not paid by you, see JustEat Discounts overleaf

4

Delivery address

5

Order 'IS PAID' means they've paid by card. 'NOT PAID' means they'll pay by cash

6

Remember to ask the customer to sign on delivery

8

If a card was used for payment, the card number will be shown here

9

Be sure to check the delivery request time

10

If this is the customer's first order, call them to confirm

11

This section prints when the order has been accepted

12

The time the order was accepted

13

The customer's phone number

**7** Always check the comments in case of allergy information or important instructions

# **JUSTEAT DISCOUNTS**

We sometimes offer customers vouchers and discounts, such as 15% or €5 off their order. JustEat pay for these discounts. It does not cost you anything, you will receive your money in full as usual.

# **CREDIT AND DEBIT CARD ORDERS**

Most of your orders from JustEat will have already been paid for by card online, which is popular with customers. All you need to do is check the following details when delivering to the customer:



Phone (printed after acceptance)

**Order IS PAID**

Signature:



Comments: Loads of onions in both  
the 3 in 1 please

123456 - XXXXXXXX-56

Requested for:  
ASAP 13-04-2011

Prev. order from customer: 26

Just-Eat phone no: 01 872 7863

**1.** Ask customer to sign  
receipt when you deliver



**2.** Check the signature  
matches the card

Phone (printed after acceptance)

**Order IS PAID**

Signature:



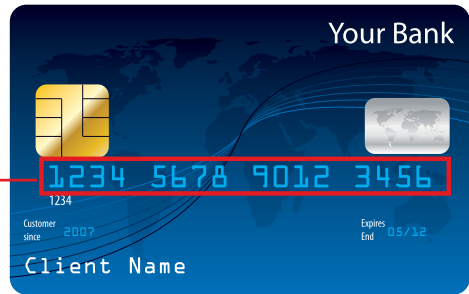
Comments: Loads of onions in both  
the 3 in 1 please

123456 - XXXXXXXX-56

Requested for:  
ASAP 13-04-2011

Prev. order from customer: 26

Just-Eat phone no: 01 872 7863

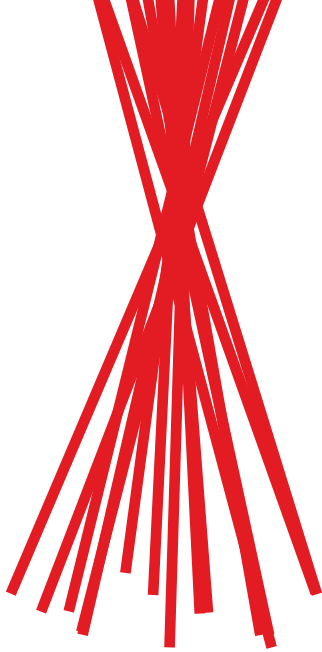


**3.** Check the last 4 digits  
on the card are the same  
as the receipt



**MONEY MADE SIMPLE**





**YOUR FORTNIGHTLY  
STATEMENT SHOWS  
WHAT YOU'VE PAID  
US AND HOW MUCH  
MONEY YOU'VE  
MADE**



# HOW TO READ YOUR INVOICE

Every two weeks we'll send you an invoice showing how much you'll be charged for our services.

## 1 Invoice number

## 2 Restaurant name and address

## 3 Administration fee

This refers to the Credit and Debit Card charges, which are based on the number of card orders received in the specified 2-week period. The fee is 50c per order.

## 4 Commission to JustEat

Commission is charged at 10% (+VAT) unless otherwise stated in your contract. It's calculated from the total sales figure, which is displayed at the bottom of the invoice in the 'Your orders for this period' section.

## 5 Additional charges

You may occasionally find other items listed on your invoices, such as Top Placement.

## 6 Invoice total

This is the amount that the restaurant owes JustEat. 21% VAT has been added to the subtotal.



1

## Invoice 12345

**JustEat.ie**

2

**Customer:**

Royal Chinese  
12 New Road  
Dublin 1-

JustEat.ie  
2nd. Floor Prosperity Chambers  
5-7 O'Connell Street Upper  
Dublin 1  
Tel: 0 818 288 888  
Email: info@just-eat.ie  
VAT No.9686243K

Invoice date: 15/04-11

**For Period: 01 - 15 April**

**You owe JustEat**

**Amount**

|                                |   |                |
|--------------------------------|---|----------------|
| 1 x Creditcard Fee             | 5 | € 6.80         |
| 1 x Commission to JustEat      |   | € 62.48        |
| <hr/>                          |   |                |
| Total (excl. vat)              |   | € 9.28         |
| + 21,00% vat                   |   | € 4.55         |
| <b>Invoice total incl. vat</b> |   | <b>€ 83.83</b> |

3

4

6

# A GENEROUS SLICE

How much money will your restaurant receive?

## 1 Outstanding amount

This shows your balance brought forward from your previous invoice.

If this was a positive amount JustEat will have paid it into your bank account in the previous invoice period.

If it was a negative amount, it will be carried over to your new invoice and will be deducted from any outstanding payments due to you.

## 2 Payment credit

The date when the outstanding amount from your previous invoice was paid into your bank account.

## 3 Payment (card)

The amount that JustEat owes you in the specified 2-week period for the card orders.

## 4 Invoice (112345)

The amount that the restaurant owes JustEat in the specified 2-week period. This is the Invoice Total (see previous page for more information).

## 5 Bank account details

The first 6 digits are your Sort Code followed by your 8 digit Account Number. If this area is blank it means JustEat do not have this information on file. You will not be paid until we receive valid bank details from you. If your bank details are incorrect please contact us immediately.

## Account Summary

Royal Chinese

---

|  |           |
|--|-----------|
| 01-04-2011 Opening                     | € 246.19  |
| 08-04-2011 *Payment D:1234 credit 1234 | € -246.19 |
| 15-04-2011 Payment (card) 7890         | € 298.70  |
| 15-04-2011 Invoice 12345               | € -83.83  |

---

**Account Balance: € 214.87**

**Just-eat will pay € 214.87 into your account:  
930000-12345678**

Amount will be in your account on the 24-04-2011

---

If you have any questions regarding this invoice or changes to your information, please contact JustEat at tel. 0 818 288 888 or via e-mail: [info@just-eat.ie](mailto:info@just-eat.ie)

1  
3  
4

2

5

# ORDER SUMMARY

**1**

## **Order No.**

The order numbers your restaurant accepted during the specified 2-week period.

**2**

## **Date**

The dates when the orders were placed.

**3**

## **Payment method**

Confirms whether the order was paid by cash or Credit/Debit card.

**4**

## **Order type**

States whether the order was for delivery or collection.

**5**

## **Order value**

The total amount for each order.

**6**

## **Total sales: cash**

How much the restaurant earned in total through cash orders.

**7**

## **Sales: Credit/Debit**

How much your restaurant earned in total through card orders. This is the amount that JustEat will pay to you.

**8**

## **Total sales**

This amount includes all cash and card orders. Our commission is calculated from this figure.



**Your orders for this period    Period: 01-04-2011 - 15-04-2011**

**Royal Chinese, 12 New Street, Dublin 1-**

Restaurant id: 1987

Specification for invoiceno.; 12345

| <b>1</b><br>Order No. | <b>2</b><br>Date | <b>3</b><br>Paymentmethod | <b>4</b><br>Type | <b>5</b><br>Amount |
|-----------------------|------------------|---------------------------|------------------|--------------------|
| 590000                | 03-04-2011       | Cash                      | Delivery         | € 16.00            |
| 590001                | 04-04-2011       | Credit/Debit card         | Delivery         | € 14.40            |
| 590006                | 04-04-2011       | Cash                      | Delivery         | € 9.70             |
| 590009                | 05-04-2011       | Cash                      | Delivery         | € 17.00            |
| 590000                | 05-04-2011       | Cash                      | Delivery         | € 12.50            |
| 590000                | 05-04-2011       | Credit/Debit card         | Delivery         | € 6.80             |
| 590000                | 05-04-2011       | Cash                      | Delivery         | € 21.60            |
| 549936                | 06-04-2011       | Credit/Debit card         | Delivery         | € 10.80            |
| 590000                | 07-04-2011       | Cash                      | Delivery         | € 18.70            |
| 590000                | 07-04-2011       | Credit/Debit card         | Delivery         | € 25.00            |
| 590000                | 07-04-2011       | Credit/Debit card         | Delivery         | € 16.70            |
| 590000                | 07-04-2011       | Credit/Debit card         | Delivery         | € 35.00            |
| 590000                | 08-04-2011       | Credit/Debit card         | Delivery         | € 22.40            |
| 590000                | 09-04-2011       | Cash                      | Delivery         | € 11.70            |
| 590000                | 09-04-2011       | Cash                      | Delivery         | € 29.90            |
| 590000                | 09-04-2011       | Cash                      | Delivery         | € 15.50            |
| 590000                | 09-04-2011       | Cash                      | Delivery         | € 23.20            |
| 590000                | 10-04-2011       | Cash                      | Delivery         | € 16.50            |
| 590000                | 11-04-2011       | Cash                      | Delivery         | € 14.30            |
| 590000                | 11-04-2011       | Cash                      | Delivery         | € 19.80            |

**Total Sales: € 695.30**

**Total Sales: Cash = € 495.50**

**Total Sales: Credit/Debit card = € 298.70**

**This period you rejected 3 orders.  
The Total amount rejected: € 31.00**

**8**

**6**

**7**



**PARTNER CENTRE**



**THE PARTNER CENTRE  
HELPS YOU MANAGE  
YOUR RESTAURANT  
ONLINE OR OVER  
THE PHONE**



# PARTNER CENTRE

Why the Partner Centre is great for your business

The online Partner Centre lets you review past transactions, manage present orders and plan for the future. At the Partner Centre you can:

- Monitor your online sales, with sales figures in real time
- Look up invoices
- Review your JustEat account information
- Answer customer order queries immediately
- Access technology currently used by the big chains
- Build a foundation for future services
- And it's all completely free of charge

For more information, don't hesitate to contact your Area Sale Manager or the office on 0818 288 888.



The screenshot shows the 'View Delivery charges' section of the JustEat Partner Centre. It features a table with two main columns: 'First Shift' and 'Second Shift'. Each shift column has sub-columns for 'Monday', 'Tuesday', 'Wednesday', 'Thursday', 'Friday', 'Saturday', and 'Sunday'. The table contains numerical data for each day. To the right of the table, there are 'Today's View' statistics and a 'View' button.

|           | First Shift |         |           |          |        |          |        | Second Shift |         |           |          |        |          |        |
|-----------|-------------|---------|-----------|----------|--------|----------|--------|--------------|---------|-----------|----------|--------|----------|--------|
| Day       | Monday      | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday | Monday       | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
| Monday    | 10.00       | 10.00   | 10.00     | 10.00    | 10.00  | 10.00    | 10.00  | 10.00        | 10.00   | 10.00     | 10.00    | 10.00  | 10.00    | 10.00  |
| Tuesday   | 10.00       | 10.00   | 10.00     | 10.00    | 10.00  | 10.00    | 10.00  | 10.00        | 10.00   | 10.00     | 10.00    | 10.00  | 10.00    | 10.00  |
| Wednesday | 10.00       | 10.00   | 10.00     | 10.00    | 10.00  | 10.00    | 10.00  | 10.00        | 10.00   | 10.00     | 10.00    | 10.00  | 10.00    | 10.00  |
| Thursday  | 10.00       | 10.00   | 10.00     | 10.00    | 10.00  | 10.00    | 10.00  | 10.00        | 10.00   | 10.00     | 10.00    | 10.00  | 10.00    | 10.00  |
| Friday    | 10.00       | 10.00   | 10.00     | 10.00    | 10.00  | 10.00    | 10.00  | 10.00        | 10.00   | 10.00     | 10.00    | 10.00  | 10.00    | 10.00  |
| Saturday  | 10.00       | 10.00   | 10.00     | 10.00    | 10.00  | 10.00    | 10.00  | 10.00        | 10.00   | 10.00     | 10.00    | 10.00  | 10.00    | 10.00  |
| Sunday    | 10.00       | 10.00   | 10.00     | 10.00    | 10.00  | 10.00    | 10.00  | 10.00        | 10.00   | 10.00     | 10.00    | 10.00  | 10.00    | 10.00  |

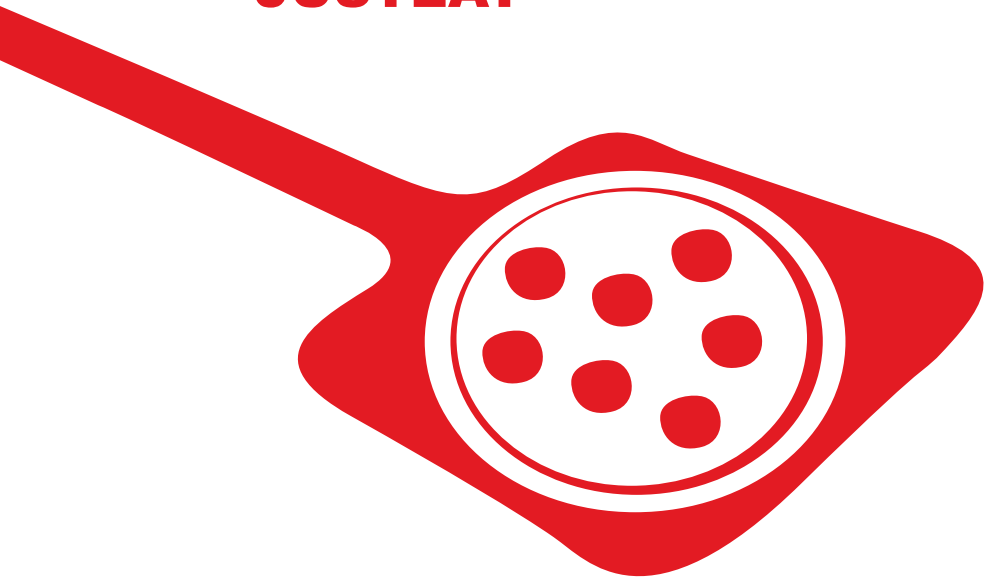




**BOOST YOUR ORDERS**



**HOW TO  
MAXIMISE YOUR  
SUCCESS WITH  
JUSTEAT**



## TOP TIPS FOR BUSINESS SUCCESS

- Always keep the JustConnect Terminal switched on
- Accept all orders quickly
- Read the order slips carefully and note any special requirements
- Deliver hot food promptly and courteously
- Display all the promotional materials provided to you by JustEat
- Check your menu details thoroughly on the website
- Call us whenever possible if you change anything on your menu card
- Advertise the fact your restaurant is now online
- Inform your staff about JustEat. It's very important that they know all about the JustConnect Terminal and the way JustEat works

For more information, don't hesitate to contact your Area Sale Manager or the office on 0 818 288 888.



# RATINGS AND REVIEWS

On the JustEat website your restaurant receives ratings which are based on service, quality and delivery. These ratings are given by your customers.

The higher your ratings, the more orders you're likely to receive. And with good ratings and reviews you will qualify for Top Placement (see the JustEat product range overleaf ).

JustEat does not control these reviews but we do give you the opportunity to respond to them. Just call the team on 0 818 288 888 to discuss.



# TEMPTING TREATS

JustEat products to help you boost your orders



## Your own branded website

Yielding between 30-36% conversion rate of visitors to orders. For every 1000 visitors to your site you can get up to 360 orders.

## Menus

High-quality design and print solutions. 50,000 A4 menus for only €1249.



## Top Placement

With good ratings and reviews you'll qualify for Top Placement, which means that customers will always see you first on the website during your opening hours. 20-40% of orders go to Top Placement restaurants.



## Newsletter

Sent to all Just Eat users in your local area. Newsletter subscribers order 35% more often than non-subscribers.



For information on all of the above contact us at [info@just-eat.ie](mailto:info@just-eat.ie), or call on 0 818 288 888

# CONTACT US

## GENERAL ENQUIRIES

For account information, invoice queries or any other issues. Also, on the rare occasion that you need to cancel an order, you will need to tell us the order number and the reason, to avoid incorrect charges.

Mon–Fri: 9am-5pm. Call 0 818 288 888  
or email [info@just-eat.ie](mailto:info@just-eat.ie)

## MENU UPDATES

Changes to menus cannot be made over the phone. New menus or price changes need to be sent by post:

JustEat.ie Ltd,  
2nd Floor Prosperity Chambers,  
5-7 Upper O'Connell Street  
Dublin 1  
or email [menu@just-eat.ie](mailto:menu@just-eat.ie)

## CHANGE OF BANK ACCOUNT DETAILS:

Mon–Fri: 9am-5pm. Call 0 818 288 888

## **JCT BOX PROBLEMS**

Please contact your Area Manager or call Head Office immediately.

Mon–Fri: 9am–2am. Call 0 818 288 888

## **CHANGES TO OWNERSHIP**

Please contact your Area Account Manager immediately for any changes to ownership.

## **CUSTOMER SERVICE**

For further enquiries please contact our customer service agents.

Call 0 818 288 888 or email [customercare@just-eat.ie](mailto:customercare@just-eat.ie)

## **PARTNER CENTRE**

For further enquiries please contact our customer service agents.

Call 0 818 288 888 or email [partner@just-eat.ie](mailto:partner@just-eat.ie)

# NOTES



**JUSTEAT**