**5. Recommendations --** Propose a recommended plan of action for your audience. Recommendations answer the question "what should follow after reviewing the report?" assuming that the report is successful and the reader is convinced of the argument made and the conclusions drawn.

* Establish the need for action by re-mentioning the problem or opportunity.
* List the steps (recommendations) required to achieve the benefit, using active verbs for  emphasis.
* Summarize the benefit(s) that can be achieved if the recommendation is adopted along with any potential risks, costs, or necessary procedure changes.
* Summarize your recommendations and action desired of recipient(s).

**Pros of Uber Eats**

1. UberEats can use same account with Uber-convenient

2. Uber Cash has discount （purchasing $100 from Uber Cash will get 5% discount )

3. UberEats have a cooperation with Venmo so people can use Venmo to pay the fee.

**Recommendations**

First, for the UberEats business to thrive and bring in more money, the company should enter into partnerships with companies willing to accommodate at least 50% of the losses so that uber will not lose a lot in terms of loss share.

UberEats should also merge orders in the same area so that a driver can deliver multiple meals, and this will help in trimming the cost of delivery.

Last but not least, UberEats should also accommodate more iconic restaurants such as KFC, McDonald's, etc. to ensure their market is even broader.