



Diane Courtney

DoOrder

Diane Courtney is CEO of DoOrder which she set up with her 4 co-founders in 2020. Prior to moving into DoOrder fulltime, Diane practiced as a solicitor in commercial law, primarily focused in commercial property law.

During the initial few weeks of lockdown the idea of DoOrder was born. The question arose, why was it easier to purchase online from retailers abroad than it was to buy online from local retailers? The answer came down to local delivery options, or rather the lack thereof. The team decided to create DoOrder, to make it easier to shop online locally.

DoOrder has created a new omni-channel logistics sector for the online/bricks and mortar market, a new "you click, we collect" model. DoOrder is a same day delivery service for retailers of non-perishable goods including, but not limited to, fashion (both adult and baby wear), toys, jewellery, beauty, sports, alcohol, motor parts, interior design and the gifting market, offering a store to door delivery service. DoOrder's main purpose is to increase retailers' online sales by making the omni-channel process effortless and accessible while also improving the customers' online shopping experience.

DoOrder began as a lockdown project which ultimately turned into an exciting start-up. Since launching, DoOrder now works with some brilliant Irish retailers and businesses. Diane says that without the DoOrder team they would not be where they are today and now with the help and support of Starting Strong she is excited to see what they can really become.

www.doorder.eu

