

Grocery trailer

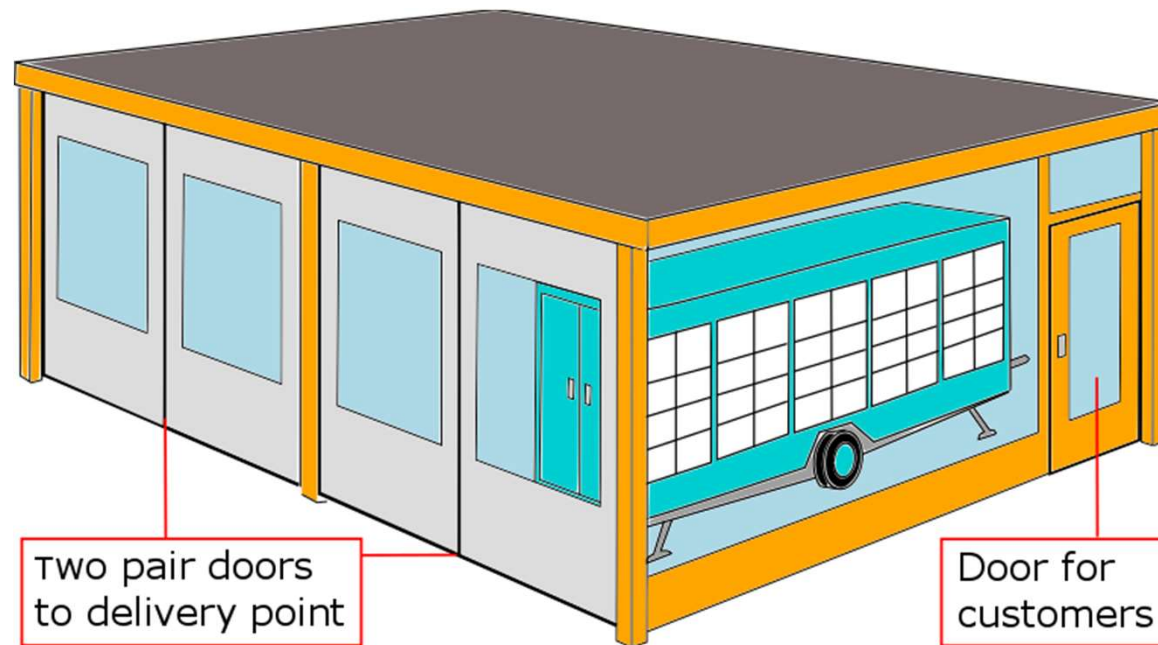
Delivery trailer for e-commerce
grocery shoppings

www.pickdelso.com

27.8.2018

New kind of shop

- Delivery trailer is parked at a delivery point that operates as a grocery shop
- Open 24 h, large product range, saves customers' time



Advantages

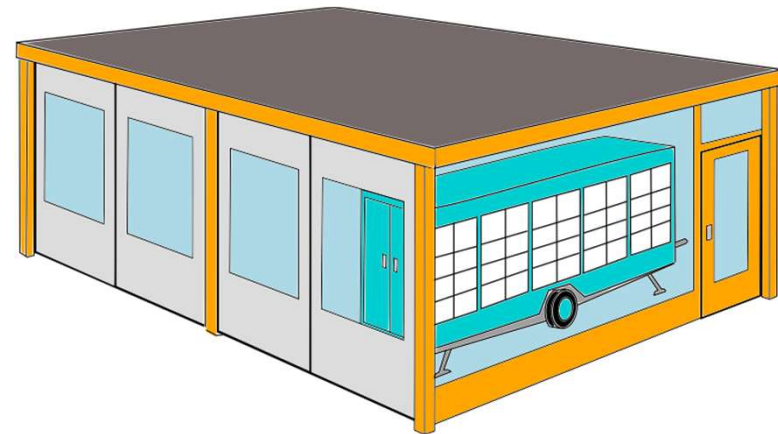
- Grocery trailer is available when the other grocery shops are closed
- It has larger product range than small-sized shops
- Customers don't need to pick their products and queue at a cash
- It's easy to collect grocery shoppings from the trailer
- Product prices are the same as in local grocery shops
- Service fee is low (e.g. two euros)

Implementation

- Logistics must be efficient so that the product prices and the service fee are competitive
- Dark store and automated picking thereat, and AGVs for loading are probably unnecessary
- Grocery trailer locates at an unmanned delivery point
- Replenishing work and cash work are omitted
- The number of employees, per unmanned delivery point, may be the same as in a local grocery but the tasks are different

More shopping possibilities

- Most customers prefer that there is a local grocery shop in the neighborhood
- Grocery trailer and a delivery point make the grocery services more versatile
- Two local shops:

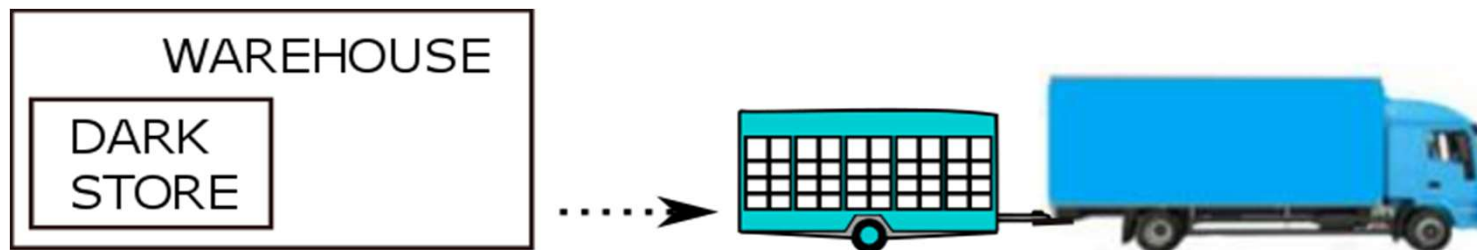


Win-win

- Because of the efficient logistics, Grocery trailer and a delivery point can provide a profitable grocery service such that the service fee is low.
- The main advantages for customers are:
 - the large product range with competitive prices and
 - easiness of buying
- Good deal: a customer wins and a company running the grocery service wins

Delivery example

- Grocery products are transported from a warehouse to grocery shops
- Warehouse includes an automated dark store wherein grocery products are picked for Grocery trailers
- When possible a truck, which transports products to a grocery shop, also transports Grocery trailer



New areas

- Sometimes it is difficult to find a building or a building lot for a grocery shop
- Grocery trailer can be utilized to provide the grocery service on a new area that is missing the grocery shop
- Grocery trailers enable the grocery business on a larger geographical area than would be otherwise possible