



**Create a Profitable eCommerce
and Logistics Business With our
Six Steps Business Success
Strategy**

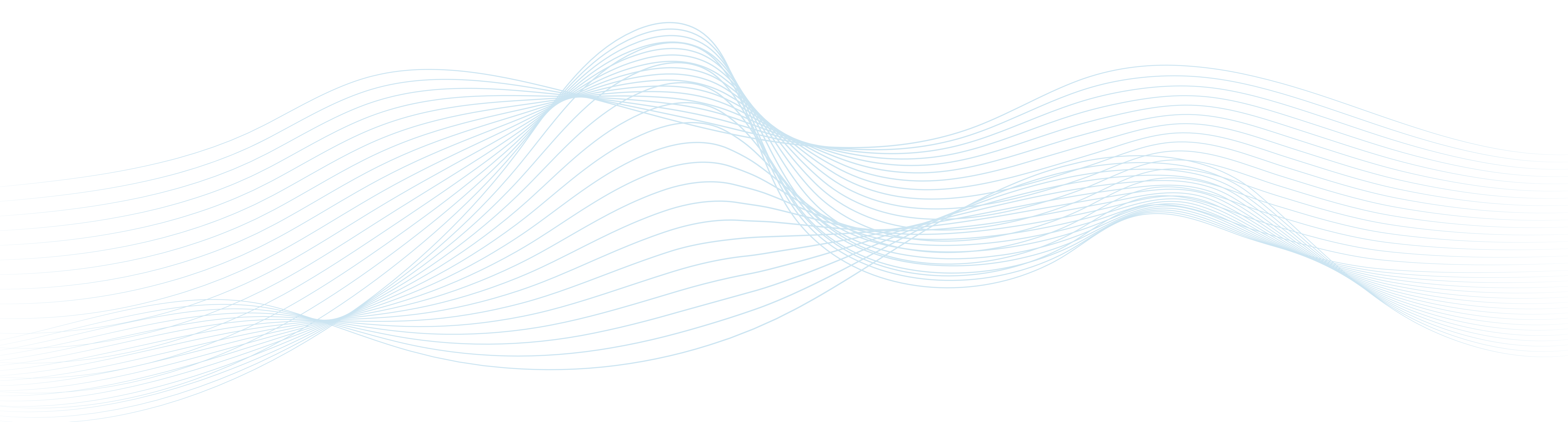


Did you know that B2B and B2C last mile delivery market share is expected to grow by USD 146.9 billion from 2020 to 2025 at an accelerated CAGR of over 15%?

With an increase in new delivery forms like white glove delivery and bulky goods delivery, the global trucking market can be considered a crucial part of the last-mile delivery ecosystem. Moreover, if a logistics business wants to gain solid traction in the market, they need to understand and master the essential elements of last-mile delivery.

But before we get into the details of how an increased focus on last-mile delivery can transform a logistics business, let's look at the key stakeholders involved in a logistics business.

- Shippers
- Vehicle Operators (Truck Drivers)
- Trucking Carriers
- Consignees
- Sales and Marketing Teams
- Service and Installation Teams
- Customer Support Teams



Now, every team and stakeholder holds a vital position in establishing a robust supply chain, and it is essential to understand their point of view before diving deeper into the details of last-mile delivery.

Currently, the last mile delivery market is fragmented and a lot more disorganized for the heavy and bulky goods delivery sector. But with more technological solutions for the logistics industry, many companies are focusing their attention on deploying a wide range of organic and inorganic growth strategies.

Why? Because to survive the present-day hyperactive competition, they need to mitigate their weaknesses and capitalize on their strengths. So, what are some of the most crucial areas where technology can improve last-mile delivery? Let's find out.

- Green last mile delivery and linehaul solutions to reduce fuel costs and improve networking
- Logistics solutions that are commercially viable to implement in a highly demanding eCommerce environment
- Liaison with multiple domestic and international shipping service providers for freight and package delivery
- Implement solutions that can organize and execute overnight, same day, and/or priority deliveries

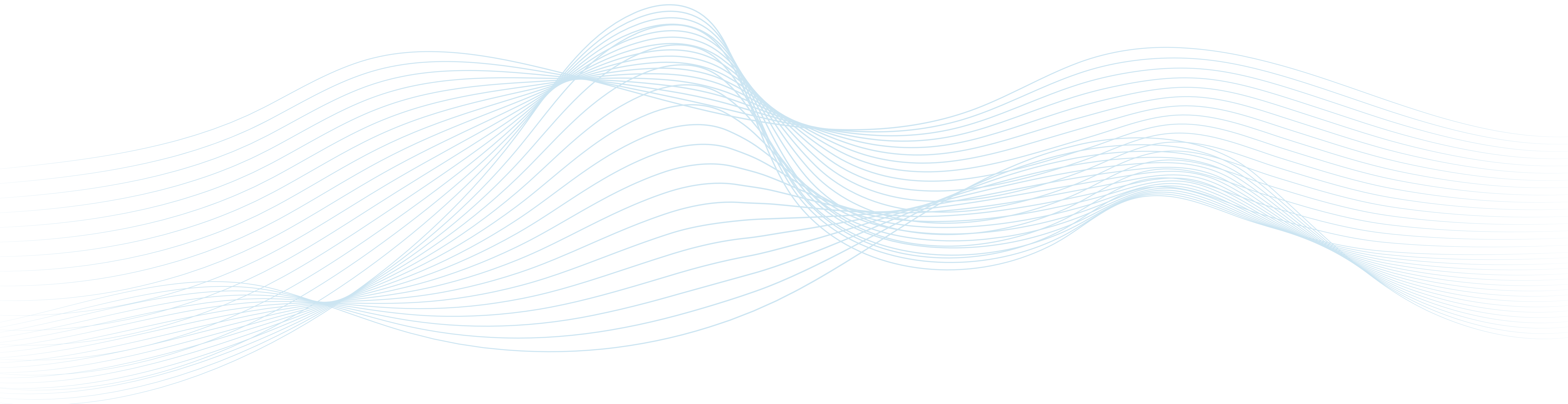
The past decade has witnessed market expansion, with more customers opting for eCommerce marketplaces. Smart online sellers jumped on this opportunity and increased their market share dramatically, using innovative and intelligent supply chain technologies to compete with the big boys.

As a result, we see people paying more for faster and flawless delivery services along with free returns and exchanges. eCommerce leveled the playing field, and even small to mid-sized companies were able to succeed in a short time thanks to innovative strategies like:

- Deploying forward inventories
- Reducing the wait times per delivery
- Transferring inventory from single distribution networks to multiple smaller hubs
- Mitigating the lead-time for each order

In fact, the most successful eCommerce companies in the world are enjoying higher revenues and better net profits by improving their last-mile delivery and focusing on providing seamless service in their respective markets.

To understand it better, here are a few last-mile delivery market drivers and trends that have helped these companies gain a competitive advantage.

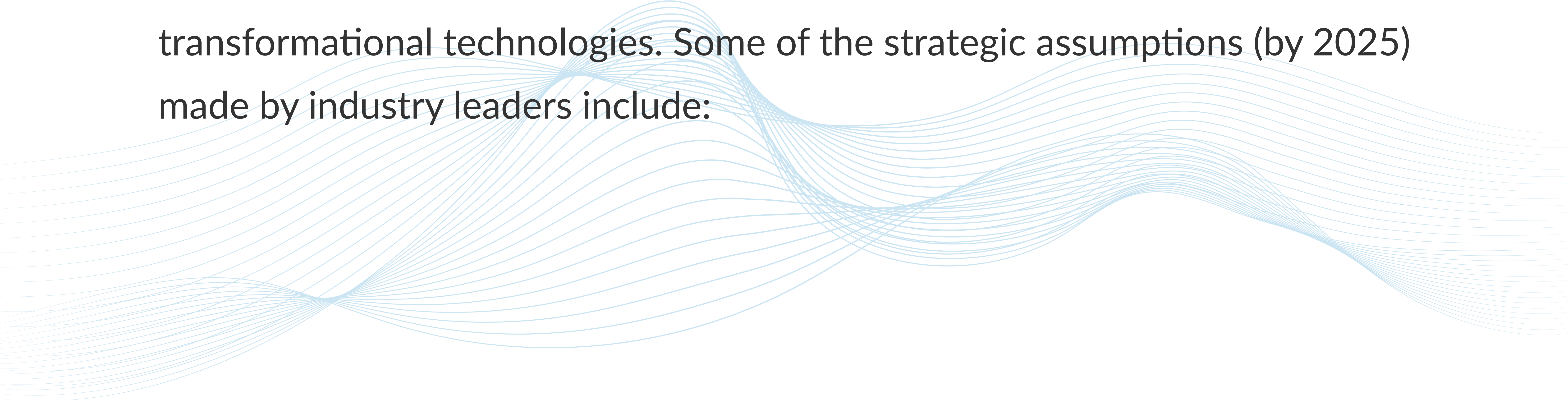


- Increase in online purchasing as more people have access to smartphones and internet services
- Rise in popularity of eCommerce players that use the aforementioned innovative strategies to deliver a seamless service
- Paradigm shift in the way customers and brands engage with each other
- Increase in simple and convenient shopping platforms on the internet that offer an in-store like feel
- Adoption of advanced technologies to implement real-time tracking during last mile deliveries
- Establishing more trust with the customers by providing increased transparency and control over their package deliveries
- Leveraging data analytics to create optimized routes and establish clear geographic fencing for delivery teams

So, it is safe to say that since 2013, last-mile delivery has witnessed unmatched expansion and if a logistics company wants to stay in the game, they have to invest in it right away!

How Did We Get Here?

Necessity is the mother of invention, and the growing need for interconnected supply chain systems enabled developers to deliver transformational technologies. Some of the strategic assumptions (by 2025) made by industry leaders include:

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- Nearly 50% of large and bulky product-centric businesses will deploy at least one robotic platform in their business.
- The demand and supply gap for operational robots will increase due to a global chip shortage caused by manufacturing capacity constraints.
- Collaboration and connectivity between multiple enterprises will be the key to driving technology investments in the supply chain ecosystem.

Constantly Evolving Supply Chains

Lingering effects of the COVID-19 pandemic, supply chain disruptions, increasing energy and operating costs, labor shortages, and global tensions amidst the Russia-Ukraine crisis have made the supply chains extremely volatile. As a result, industry leaders have realized that they must recognize the impact of digital innovations and encourage more IT investments to improve supply chain processes.

Although supply chains are often complex and chaotic, only a tiny fraction of companies have a clear digital supply chain vision and strategy. They always look forward to adapting new technologies to eliminate strategic challenges expected five years later.

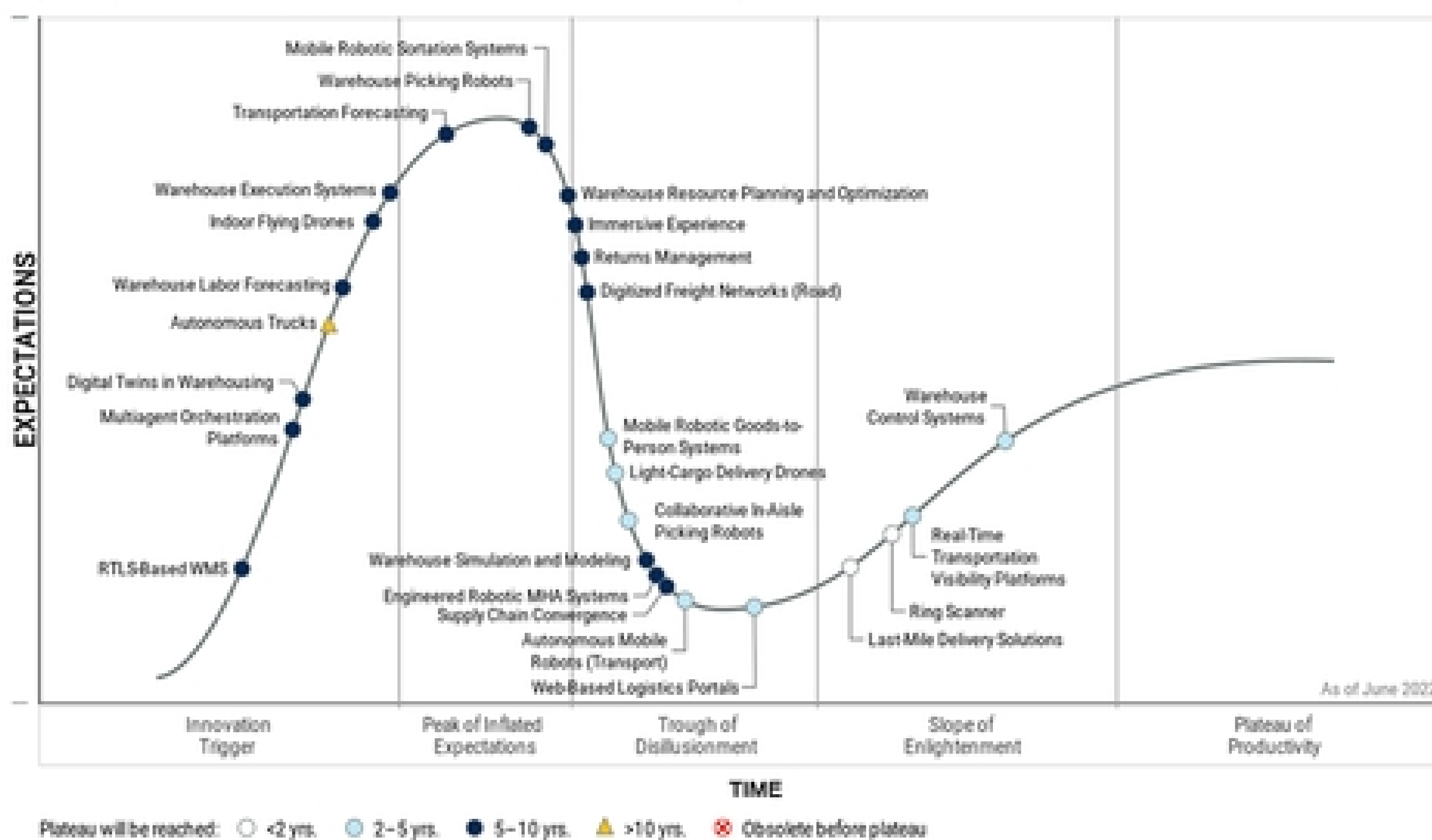
As mentioned earlier, the two major challenges supply chain companies will face in the next five years will include:

- Dealing with a rapidly growing and complex supply chain network
- Overcoming skilled labor shortages with automation and technology

Investing in emerging technologies will improve these businesses significantly, and focus areas on allocating these funds include:

- Automating and accelerated decision making
- Extensive support mechanisms for supply chains during digital transformation
- Real-time tracking, digitization, and robust asset management across the supply chain

Hype Cycle for Supply Chain Execution Technologies, 2022



Gartner

If you look closely at Gartner's supply chain execution graph, you will notice that supply chain technology is constantly evolving. Many companies claim to have reached the 4th or even 5th stage of supply chain technology maturity. While their efforts might not be exclusive to supply chain improvement, their willingness to adapt innovations enables them to improve end-to-end processes in their business.

Modern Trends in Supply Chain Execution

In conjunction with the factors discussed so far, logistics organizations must focus on a few critical factors to sustain and grow their business in the near future. Some of the most crucial modern supply chain execution trends include:

Automation

The lack of skilled labor in the logistics business is a game-breaker, which is why many leading players in the industry are constantly finding areas of business that can be automated. Apart from the unavailability of labor, the rising costs of the same are another primary concern for logistics companies. Since the demand for eCommerce delivery is constantly increasing, you need to enlist more automated solutions in your processes.

Speed of Delivery

The COVID-19 pandemic has generated enormous demand for a wide range of products in the eCommerce space. However, companies that resist incorporating technology into their logistics process are still finding the demand very chaotic and encountering new complexities daily. Automated scheduling systems, route optimization software, and robotics can enable them to become more agile and deal with the increasing demand seamlessly.

Better Decision Making

Making the right decisions is the most challenging part of our lives, and it is no different for a logistics business. Leading players in the supply chain industry implement robust decision-making tools into their existing technology stack to outmaneuver the competition. In a nutshell, the more data you have about every aspect of your supply chain, the better decisions you can make related to labor forecasting, the simulation runs, route optimization, and the applied use of AI and machine learning.

The trends above can be incorporated into your existing business if you opt for the right technological solution. By automating labor-intensive processes and improving communication between the stakeholders, you can create a more transparent ecosystem that allows you to deliver an excellent customer experience.

The Future is NOW!

Contrary to the trends shown in Gartner's Hype Cycle graph, the future of logistics businesses is now. If you want to compete with the big boys or outsmart them, you cannot progress slowly and need to find the right technological solutions to optimize every part of your business. Even a 10% optimization can help your business increase its revenue manifolds.

How is it possible? Let's find the answer to this question with a simple story.

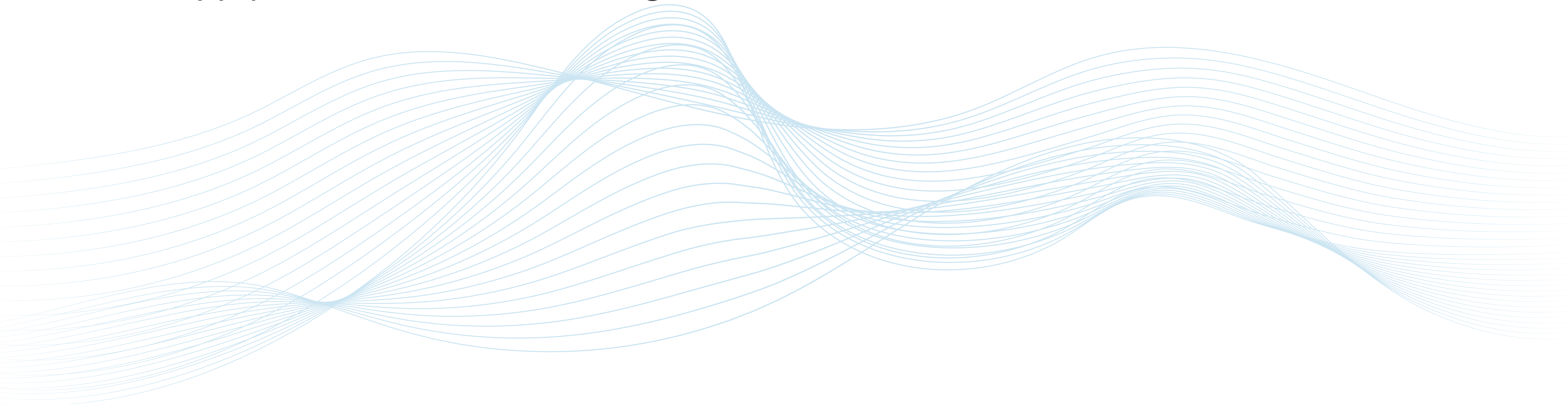
Asian Paints is a brilliant example of a company leveraging technology to optimize its business's logistics and then become a billion-dollar company in the past few decades.

The founder of Asian Paints started selling paint products in their local market in 1942. From the get-go, the company focused on providing innovative paint solutions for the humble Indian market, and it allowed them to become a trusted household name.

Today, Asian Paints, with its headquarters in Mumbai, India, is a primary seller of paints, coatings, and a wide range of home décor products. Apart from being the holding company of Berger International, it is the largest paint corporation in India and the third largest company in Asia.

They hold manufacturing operations in over 15 countries and recorded an 18.66% increase in their revenues from operation in Q4 of FY2022, recorded at over \$79 billion.

In fact, it is the only business in the world that has grown 20% year on year for the past six decades. Moreover, they have doubled in size every two years over the past three decades. So, with an R&D spend of just 0.3%, how did this company dominate the paint market? With an impeccable supply chain and advanced logistics division.



Here are the details.

In the 1960s, paint was an FMCG product. It was manufactured and sent to an array distribution network. These distributors then sold the products to a dealership, and end users purchased what they needed from a dealership. That's when the company's founder implemented a series of innovative strategies, the most crucial of which are listed below.

- Asian Paints removed distributors from their supply chain network to increase their profit margin by 20%, as the distributors often lacked adequate storage facilities. They built a logistics network to stock the dealerships directly, that too four times a day.
- They were the early adopters of technology and invested \$780 million to buy the first supercomputer in India, even before ISRO (Indian Space Research Organization) and IIT-B (Indian Institute of Technology) Bombay.

With a supercomputer at their disposal, Asian Paints transformed how they conducted their business, and here are a few highlights of the same.

- They collected data from every neighborhood they had a presence in.
- The computer helped them track the top-selling colors, quantities of products shipped to different areas, the most preferred size of the paint containers, and more.
- They also made the paint mixing machines accessible to their dealers on a convenient payment model, allowing them to produce accurate colors from the primary three colors within their small shops.
- Constant investment in technology and delivery management solutions enables Asian Paints to take 37% more margins than its competitors as they still rely on distribution channels.

With several points of data collection and strategic investments into innovative technologies, Asian Paints has an enormous and loyal customer base. In some regards, it won't be an overstatement to label them as a technology company as their high data collection rate allows them to optimize their processes further. Experts have even said that no other paint company can compete with this giant in India.

So, if a small company from India can generate a revenue of over \$2.9 billion (2021), then small and medium-sized logistics businesses can also do the same, especially with the number of technological solutions at their disposal.

The Giant Analysis

Today, behemoths like Amazon spend millions optimizing and automating every aspect of their business. Their primary focus remains on improving their customer's experience, and they are spending heavily on creating a supply chain network that can:

- Optimize the last mile delivery process to fulfill same-day or instant deliveries
- Cope with the increasing demands of the products
- Connect the buyers and sellers through a well-designed and easy-to-navigate platform
- Create compact warehousing locations to enable faster deliveries
- Maintain a swift reverse logistics operation
- Make the buying experience more transparent

- Establish more measures for quality control and eliminate sales of fake products on their platform
- Enable real-time tracking of orders with seamless communication between delivery teams and customer

How are they doing that? Again, the answer is the same. With innovative technology and supply chain optimization.

Challenges in Last-Mile Delivery

Delivery businesses often struggle to cope with the higher volumes and spend hours finding the perfect strategy to keep their last-mile delivery services robust. However, they often find it hard to keep the costs low. Why? Because they are not using a delivery management platform like NetworkON.

Last-mile delivery costs increase a business' shipping costs exponentially and, in some cases, account for around 50% of its overall shipping costs. Globally, last-mile delivery operations constitute about 40% of a supply chain's costs.

Here are some primary reasons for the high costs of last-mile delivery.

- Average delivery personnel gets paid between \$16 to \$24 an hour
- During the final leg of the delivery, a small package in high-density costs around \$10, whereas heavy packages in low density cost around \$50, and this price increases even more for bulky and heavy goods delivery

- Fuel expenses constitute of 10-25% of last-mile delivery expenses, and many companies have inefficient routes that increase their fuel spending exponentially
- Failure to acquire the right delivery management software to automate delivery processes and optimize transportation
- The additional burden of reverse logistics as the return rate of products is significantly higher for online purchases
- Failed deliveries due to lack of proper communication between the delivery teams and customers require re-attempts which adds to delivery cost
- Miscellaneous expenses like replacement expenses, vehicle idling costs, order rescheduling costs, and vehicle maintenance also add to last-mile delivery expenses

Now, logistics businesses also have to deal with customer expectations and ensure that their customers don't get irate because of a bad experience. Today, customers expect swift delivery and demand free shipping for their orders. This puts additional pressure on online sellers as many lack the tools to meet such expectations.

Lack of investment in delivery management software and other technological solutions means over-reliance on conventional ways of doing things, ultimately leading to higher costs. In addition, incorrect, missed, and failed deliveries contribute to wasted resources, and delivery companies have to spend more to appease irate customers.

On top of that, the increasing cost of reverse logistics also contributes to the pressures of a logistics business. According to the National Retail Federation, nearly \$428 billion of merchandise was returned by customers in 2020 alone. In 2021, the cost of handling returns increased to 59%, thanks to the pandemic and chaotic supply chains.

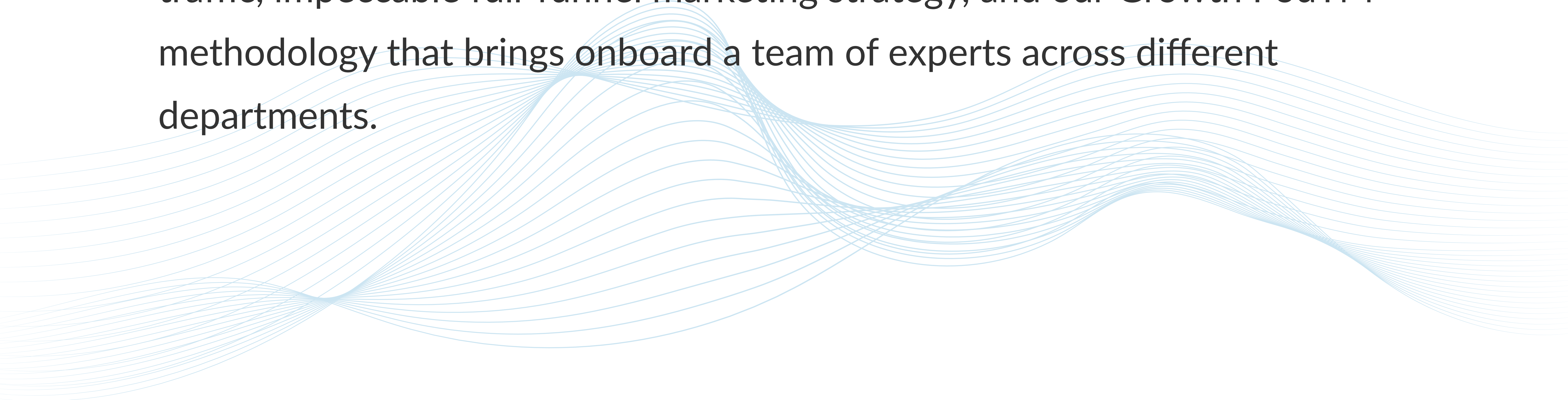
Creating a Winning Strategy

There is no denying that logistics businesses are constantly under immense pressure. However, if you deploy the right strategy that focuses on your strengths and eliminates your weaknesses, you can minimize unnecessary expenses, improve workflows and achieve flawless last mile delivery operations.

Enter a combination of Growth Pod Methodology and NetworkON.

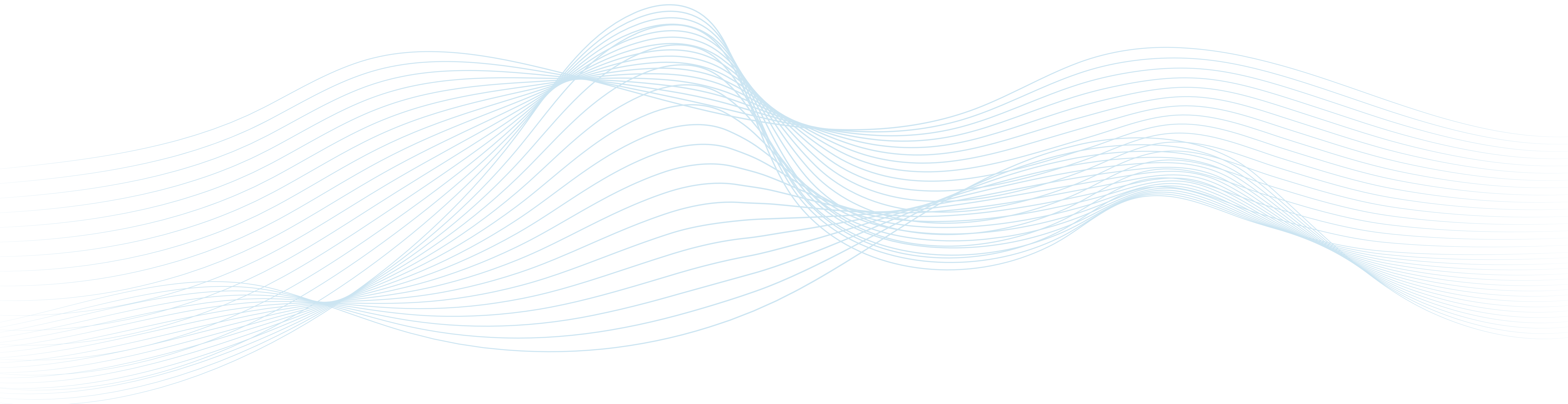
What if you had a team of experts behind every aspect of your business, not just delivery management, but a team that takes care of your entire marketing strategy? Look no further as we help get what you need with our trademarked Growth Pod methodology and integration with a robust delivery management software called NetworkON.

We help you create and market a successful business with high website traffic, impeccable full-funnel marketing strategy, and our Growth Pod™ methodology that brings onboard a team of experts across different departments.

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Challenges in Traditional Business Practice	Advantages of Using a Growth Pod Methodology With NetworkON Integration
<ul style="list-style-type: none">➤ Difficulty in coordinating with various teams in different time zones➤ Lack of clear vision amid the agencies working separately➤ Higher marketing budgets with not-so-attractive ROI➤ Poor quality assurance because of fragmented teams➤ Miscommunication that often leads to more reruns for the same tasks➤ Time spent on coordinating agencies instead of running campaigns➤ Additional in-house staff needed to manage the agencies	<ul style="list-style-type: none">➤ Full-time resources across all the critical roles with a clear focus on the company's vision➤ Hassle-free wireframes for content development, quality assurance, and delivery management platform integration➤ Robust lead generation and complete optimization of the entire sales funnel➤ Better ROI and lower spending on hiring in-house teams to manage different agencies➤ Seamless communication between different teams involved in the business➤ More scale-up opportunities to convert the business into a revenue-generating powerhouse➤ 10% optimization across the sales funnel that enables targeted messaging to yield 60% more revenue

Sounds exciting? Let us understand how you can leverage our Growth Pod and NetworkON to create a six-step business success strategy for your upcoming or existing business.



Step 1: Consulting

Our experts get in touch with you to understand your pain points and business vision before suggesting a solution.

Step 2: Wireframe and Design

We then create a wireframe for your business' website and a UI capable of delivering an outstanding user experience.

Step 3: Development and QA

We deliver a bug-free platform with features such as a smooth interface, fast loading pages, and multiple payment method integrations.

Step 4: Integration with NetworkON

We integrate the platform with NetworkON—an AI-powered delivery platform that automates and manages every aspect of your logistics operations.

Step 5: Marketing

Our marketing experts automate your marketing campaigns and devise an effective digital marketing strategy to reach out to your target market.

Step 6: Maintenance and Support

Our support team stays on top of the latest developments and security updates that help secure your business' online presence.

Key features of NetworkON—an AI-powered delivery management system:

- AI-Powered Route Optimization
- Geofencing
- Digital Proof of Delivery
- Fleet Management
- White-Glove Delivery
- Reverse Logistics
- Push Notifications
- Incoming Job Alerts

Top Industries That Are Successfully Using NetworkON

- Grocery
- White Glove Deliveries
- Logistics
- Food and Beverage
- Pickup and Delivery
- Trucking
- Service and Maintenance
- CPG and Retail
- Courier Services

Growth Pod and NetworkON Integration Success Stories

Brand Focused on Increasing Digital Awareness	Leading Skin Treatment Label from Australia
<ul style="list-style-type: none">➤ 160% increase in online sales in 4 months➤ 271% boost in online traffic➤ 30% improvement in overall ROAS➤ 65% growth in revenue	<ul style="list-style-type: none">➤ 119% increase in website traffic in 6 months➤ 700% growth in online sales➤ 120% increase in qualified leads➤ 45% rise in social media followers

Driving 160% Increase in Online Sales Through Go-to- Marketing Strategy

The Customer

LAMAV, an Australian skincare brand, started its journey with handcrafted skincare products for all skin types, especially for women, to elevate their daily self-care ritual. As a brand, LAMAV has developed a unique synergy between ancient wisdom and modern science—having recently elevated its award-winning formulas by blending the beauty of ancient Ayurvedic traditions with native Australian plant extracts.

Pain Points

LAMAV wanted to break out of the barrier of extreme competition but was having trouble reinventing its direct-to-consumer (D2C) strategy and achieving a faster rate of growth. Additionally, the brand was unable to reduce its customer acquisition cost (CAC) and increase customer lifetime value (CLV).

The Solution

The team at Growth Natives assisted LAMAV with building and executing an integrated omnichannel marketing and full-funnel Go-to-marketing strategy to increase sales and return on advertising spend (ROAS).

- Optimized campaign that included continuous A/B testing helped reduce their CAC.
- Built the eCommerce website with well-defined customer journeys.
- Created segmented buyer personas to set up targeted and personalized email marketing campaigns.
- Revamped creative strategy to increase social media engagement.

The Results

- 160% increase in online sales
- 65% increase in revenue through optimized Google Ads
- 56% decrease in CAC
- 30% increase in ROAS in 4 months
- 12% increase in revenue through email marketing
- 24% increase in sales through organic traffic

Shopify Store Increases Order Accuracy By 100% & Improves Agent Productivity By 23%

The Customer

A Bolivia-based Shopify eCommerce store where the best brands sell their products. The company is committed to technologizing Bolivians and delivers 500+ online orders per day. From an online sales platform, and advertising, to the payment gateway, logistics, and delivery tracking, the company aims to build a 360-eCommerce ecosystem.

Pain Points

They were facing navigation issues with Google Maps, which is mostly incompatible with the area. Due to a siloed third-party delivery partner platform and Shopify store, the customer could not track delivery agents in real-time. On several occasions, the customer faced the problem of delivery scams as delivery agents marked the orders complete without delivering them to end customers.

The Solution

Growth Natives suggested using NetworkON, our AI-driven last-mile delivery management solution, which could not only improve but completely transform their delivery management operations. The implementation of NetworkON enabled the client to witness:

- Integration of the agent app with a Waze map that could help the delivery agents with accurate GPS navigation
- Timely and secure delivery of all orders placed on their Shopify website
- Elimination of any cases of delivery frauds by agents
- Proof of delivery for every completed order

The Results

In the matter of a few days, we at Growth Natives were able to address all the concerns of the customer while also driving them toward strategic success. As we streamlined the receiving and tracking of orders and the routes for agents, we could generate some amazing results for the leading eCommerce store owner.

- 100% fraud-proof deliveries
- 23% improvement in agent productivity
- 10% reduction in operational costs

Let's Start With 10% Optimization and NetworkON Integration.

When done right, a 10% optimization across different stages of the funnel yields 60% higher revenues for your business. On top of that, NetworkON automates and optimizes your logistics arms to reduce crucial costs like last-mile delivery.

Start Your Success Story with Us Today!

To know more about how a Growth Pod methodology and NetworkON integration can create a seamless eCommerce and logistics business, contact us at info@growthnatives.com or info@networkon.io today. You can also visit our website to learn more about our trademarked methodology and brands enjoying higher incomes with simple tweaks in their strategy.

#growingtogether