

Speaker 1 ([00:01](#)):

Okay, so the first question was what are the core values? We suggested speed, reliability and quality and delivery enforcement. And Peter will now elaborate on that. Anything

Speaker 2 ([00:11](#)):

You want to say more? Also looking after small businesses where they will not be looked after in big companies where we will look after any small DIY people and people like that. SMEs.

Speaker 1 ([00:26](#)):

So even SMEs when they go to large contractors, they're not necessarily being look after. So you are emphasising the idea that you have the customer service.

Speaker 2 ([00:35](#)):

Exactly. That we take, we look, we treat everyone as a big customer,

Speaker 1 ([00:42](#)):

As a big customer. So they get full attention, full attention

Speaker 2 ([00:45](#)):

From our sales team

Speaker 1 ([00:47](#)):

And it's something that they would not typically get in big companies. For the nature of the business, your company is actually built for the smaller audience

Speaker 2 ([00:55](#)):

Or the smaller, if they would, they would be paying much more and the lead times will be crazy times where we would be still offering them the next day, even if they're small and still trying to be in the most competitive out there.

Speaker 1 ([01:12](#)):

Amazing. So technically we can also say that in big companies their average order value that they expect are much higher than yours and therefore when customers come in with small orders, even for a few hundred pound or a couple of thousand pound when they go to the big companies, it's too much effort for them and the agent are too focused on big jobs and they don't really want to give the attention for the small jobs. So it's not really affecting them. Don't have, it's not their customer target. Exactly. And next, still put in front all the company size including big companies, but they're able to cater in customer service and every needs of a small company customers as if it was a bigger one.

Speaker 2 ([01:49](#)):

Yes.

Speaker 1 ([01:50](#)):

Okay. It's still okay. Fantastic. And let's go to the next question. Next question. How is your customers target audience?

Speaker 2 (01:59):

Yeah, target audience. The healthy business on this would be if we have piling companies and builders merchants as our core customers because they will be bringing business to us every day on a constant base on the builder's merchants. It's a very hard competitive market to get into them meaning, but if you get into them, you get customers by piling companies, there are people who are onsite, they need it now and then they don't have time and this is exactly where we come in because we can deliver to them next day. They're onsite people waiting for the steel, they don't have now time, six, seven days, they need it tomorrow. This is where we help them out.

Speaker 1 (02:50):

Perfect. And we can also elaborate and say that when we say piloting companies, we are talking about companies who are more frequently using rebar mesh reinforcement and they therefore will appreciate more your service. They'll need it more frequently. It does not mean that they are the highest more targeted customers. The more preferred customers. Yes. Which can also turn to be a big percentage of your business because of the frequent orders like you said, they can buy, they can every day. Weekly. Weekly, weekly, weekly. Fine. And so then we know who are our preferred customers. So in the construction industry our target elements are more SME in general. So even if it was a piloting company, we're not necessarily going to talk with large international national because the conversation with them will be contracts and meetings in office. Here we're talking about supplying. So even if these companies need the next day delivery supply, they're more than welcome and there are occasions that they're buying from you but the core target audience is SMEs in the construction.

(03:50):

And then we put in on top reinforcement buyers that are more frequently, in this case an example of piling companies. It could be other type of ground workers and pool, but we want businesses that more frequently using it mainly because we have the best service and they can literally get it when they need it. So it's a big relief and help for them. And of course we cater for the rest of the construction SE companies which mean other SME residential constructions anywhere in the SME bracket that buy reinforcement we also cater to, although they buy a few times a year or once a month. And then we jump into the DIY buyers. They are the biggest customers on the checkout online I would say

Speaker 2 (04:34):

They are the online customers,

Speaker 1 (04:35):

They're the online customers just finding the website online

Speaker 2 (04:38):

Mainly one-offs the many one time off buys the D

Speaker 1 (04:42):

One one off, right. They're not coming as a repeat customers but you are an excellent supplier for them because they

Speaker 2 (04:48):

Deliver to their house in small vehicles, usually we can get to them, we accommodate the timing if they request special requests where they would not get this when they go to a big company and usually they will have issues with the delivery, how to deliver, how to get into them and stuff like that.

Speaker 1 ([05:07](#)):

Amazing. So in a highlighting on the DIY side of it, that's what Peter was saying and I think we can also add the idea that the alternatives other, the next distil are either much more expensive in price, would not have the variety that they need for the project and or not going to give them the customer service. Therefore next still is probably the top supplier by choice for the DIYs whenever they need reinforcement. Okay. So let's go to the next question or do you want, so the question is unique services and product. What would you say on your company that is unique in your service and product, which will eventually be another question. What separating you apart from your, but let's kind of say what's the actual service and product that it's unique?

Speaker 2 ([06:00](#)):

What's unique is with the companies you can get basically everything done in once. So we do the mesh and the cutting bend and all the accessories where you can have a lot of companies which will either only do cut and bend or there's companies only you do the mesh or they wouldn't be so good let's say on the accessories we literally cover everything for your groundworks, for whatever you need it And even if something which we don't have or it's not listed our website, we will go out of our way. We get it for the customer to make sure he's happy. We also have the concrete side of things which we are offering service.

Speaker 1 ([06:41](#)):

Amazing.

Speaker 2 ([06:41](#)):

And like you said, it's online, you check out whenever you want in your own convenient. Yeah, you

Speaker 1 ([06:50](#)):

Didn't

Speaker 2 ([06:50](#)):

Need to talk to anyone.

Speaker 1 ([06:52](#)):

Perfect. So maybe in sort of a summary, I'm not going to repeat every point you were saying if we look at the next day side of the business that you offer a strong answer to a need in the market as it very frequent and common for construction company or anyone who needs construction material to find out last minute or suddenly need an urgent due to progress faster on site for whatever reason. It's very common to need something fast and quick and for this product with a big size and bulky, it's not so for granted to have a next day delivery when they build the merchant do pride themselves to always do next day even same day. But when it comes to this reinforcement mesh and steal cut metal especially, it's not something you can really find. So it's the most probably, well the name of the company is next to Zealand, one of the most unique part of it here that no one really and cater this type of level even though they might offer it if you request, but that's not a called product unique service.

Speaker 2 ([07:56](#)):

And the builders merchants will not offer the accessories. They don't offer accesses, they don't have this type of access is what we have.

Speaker 1 ([08:02](#)):

So if you can find one of the products of the main products such as Mesh or REBA in builder merchant, they would not have accessories. They won't have the full variety you need like you said before for groundworks. The second point will be for any customer who want to purchase the materials, it has ability to go online and find it even if it's customised in best book orders. So it's a specialist supplier that also have an online platform allowing any customers to literally place an order in their time and convenience. 24 7 I What are the not making access to differentiated from contractors, from other competitors? Sorry. Well we are suggesting that there is a variety of services that giving you, I try to say I that you put everything in one place, right? It's normally not possible to have fast, good price and quality altogether.

Speaker 2 ([09:23](#)):

I would say really the definition of what I would say is that I think customer service,

Speaker 1 ([09:29](#)):

So what really differentiating you from your competitors is that you do give customer service, right? Offer customer service customer.

Speaker 2 ([09:36](#)):

We still, we on the phone, we never miss a phone call. We always call back, we are there, we need to do refunds, we take it back, we not other companies in refund. You don't want it, just take it back.

Speaker 1 ([09:47](#)):

You're changing the game on customer service for buyers. They know that they can rely on you. The same principle like Amazon and big companies who came into the play and showed that the customers come first and the customers feeling convenient and happy with the service and they know that this is the place they want to buy. They don't want to even check for alternatives because they're happy with it and therefore there is, that's what makes your returning customers ratio high because they end join your customers. So it's a proven record that you have an excellent customer service, which is

Speaker 2 ([10:21](#)):

It's customer service I would say and

Speaker 1 ([10:22](#)):

Fast and fast as well. So

([10:26](#)):

We can put you at the cherry on top of all the market. You have many, many, let's say out of the competitors there are not so many but out of there. Many might accept a fast delivery if they can, but that would be to accommodate you. That's special, high cost et cetera. And that's not what they pride themselves on. Where you've got your name next day, next day still representing speed and fast, which is addressed as we mentioned before, requirement in the industry. It's literally a very common need among the construction material buyers and you're addressing that. You are probably the only one who address that in the mesh bulky, heavy duty type of material to deliver.

Speaker 2 ([11:15](#)):

And where we can deliver, we deliver up the whole country where that's another thing. Is it listening?

Speaker 1 ([11:21](#)):

Yes, listening.

Speaker 2 ([11:22](#)):

It's another thing is other companies will only cover certain areas. We will never say no to certain areas. We'll always find someone ways to get it either with pallets or accommodate with company. Third parties to help us out,

Speaker 1 ([11:37](#)):

Help out the drivers. The drivers,

Speaker 2 ([11:38](#)):

They been lower. Yeah, just not to say no to the companies. We'll never say we don't cover this part of the country.

Speaker 1 ([11:47](#)):

So we say that next day still does not really limit itself to areas in the uk. Their natural delivery distance is quite large covering all the mainland UK I would say even down far south and up to further up Birmingham from London. So obviously London and surrounding. However, if there is a need from a special remote location of further up note requirements, nil will find the ways to get material there in the best speed cost effective way such as using pallets or return loads by other companies. Nexus will always find and go out the way to deliver to the customers around the

Speaker 2 ([12:28](#)):

Uk. Another thing people are not ordered to the aisles of EE all the islands. That's incredible. And this is people which they're stuck because no one wants to remove it. We will actually pan it up and deliver it or deliver it actually with the van to the port and then the customer will take it from the ports. Amazing. Which other people do not offer that service.

Speaker 1 ([12:48](#)):

So this is an incredible differentiation from other competitors. From competitors. You've got islands around the UK that when they need these materials they need to struggle and find next, they still always find ways to get them the steel either on pallets or they deliver to the port and the customers ship it into the island. So next still work with special requirements from island delivery. That's an incredible, incredible, incredible add-on to add it. So let's just make a pose, right? I think this is a key point here for us and I tell you why in marketing you meet humans when you know that somebody else buy there, you also buy there you also it's already so when you hear that it's a place that there is

Speaker 2 ([13:41](#)):

Someone else buys

Speaker 1 ([13:43](#)):

Ed, we call it the folk effect when everybody's in the queue know everybody wants. So when you show something that they relate to or other people do, like if it's a celebrity or famous name or famous something that they relate to that name and then next the still or if they relate to the idea that other wind farms, cause they're wind farms, it's a win-win for them to understand that this is a supply level, it helps them with their weak ones. So yes, think what sort of companies in categories in names like wind farms, like

Speaker 2 ([14:11](#)):

Wind farms and

Speaker 1 ([14:12](#)):

Solar panels you're going to write.

Speaker 2 ([14:14](#)):

So use of the solar panel people and the big construction people which are working on the energy project for the government. So I need to get these two reviews

Speaker 1 ([14:24](#)):

For you. That's great type of flashing to put on social media, government, project,

Speaker 2 ([14:31](#)):

Panel. Okay, yeah. What's the next thing?

Speaker 1 ([14:41](#)):

If there was a house standard regular project in the same idea we can find use cases that could trigger people relation it in relative to them. So we're talking about complex big companies, we're talking about emergency now I'm talking about house, normal, standard, essential house, what sort of uniqueness that could be a story, a memorable story that happens, right? I can give you ideas, I'm just saying this is three different points of stories but it's only to hint you more stories so it's not limiting whatever you have in mind and you remember that happened or happening. So first of all you put get As data, you don't have to post it today, tomorrow, it could be in three months time. Once you see it, I'm preparing for your and putting it once you want click something, this will pop and to drop the more stories you'll record, we'll find ways to just shoot the data there. Then this is customer stories that will be relevant to your reviews and other stories like the puncher, I mean ideally I like something more to do with the product and the customer but small construction company want to bid by relying on your consistent day delivery service.

Speaker 2 ([15:54](#)):

So they don't have place on site a lot of them

Speaker 1 ([15:57](#)):

But because they know that you can capable give them three times a week delivery or once a week exactly when they need exactly's an excellent point. So don't have space on site but because they know the is supply we will not have to put it the day a week before but when they need it

Speaker 2 ([16:10](#)):

And they call off one as in eat it when

Speaker 1 ([16:13](#)):

They call off the quantity. So they give you one big order and they call off the quantities

Speaker 2 ([16:17](#)):

As when they need

Speaker 1 ([16:17](#)):

Amazing. That's

Speaker 2 ([16:19](#)):

One thing

Speaker 1 ([16:19](#)):

In cattleman usually as well.

Speaker 2 ([16:21](#)):

Yeah and both the cattle and mainly actually in the ment because they don't want it to get all lost on site and missing material.

Speaker 1 ([16:31](#)):

Yeah, it's a lot of

Speaker 2 ([16:31](#)):

Different small components and we also, we will spray the bags different colours just to get you

Speaker 1 ([16:40](#)):

Define

Speaker 2 ([16:41](#)):

What's what level

Speaker 1 ([16:42](#)):

On the bend schedule.

Speaker 2 ([16:44](#)):

Amazing obviously on special request we'll put each floor to a different colour DY project company innovation thanks to you. Quick and liable supply. This is again going back to DY is what we spoke, that the customers are happy that they can put through the orders with us directly, not going through the builder. So he doesn't put on any margins. They buy from us and they get from us still the trade prices, repeat customers, highlight load SM client choosey service for their repeat SME clients. We have a lot of those just because they know they don't need to talk to anyone. The small businesses don't have an office and it's hard for them to make the orders in the middle of the day. So a lot of these repeat customers come in the evenings put through the orders and then wherever they put in the next day or two to four working days, we are there. We will not fail on delivery. So that's what they like the SMA people

Speaker 1 ([18:03](#)):

Amazing. Yeah. Okay. So we can say that the idea that next day still are capable of delivering as in when the customer needs will bring a number of use cases. One example pal were giving that a customer might have limited space on site so he might won't be able to do the job knowing that there is nowhere to store the good and material but they know that they can work with next day steel and they can commit to the customers they already taste the service of next day steel. They know that next day steel offer the ability to break down the orders into the quantities and times when they need it and allowing them to take the job

and not risking no space and issues and problems with the surrounding environment of the building site. And this is an example how they can win a project because they said don't worry, we can bring the materials in small quantities as in when we need it and we actually can rely on the timing that we need to come.

(19:06):

We can find more examples and we are going to find more notes to just give examples of why actually a contractor maybe if it's like an emergency job that they will bid and say yeah we can do it within a week because they know that they can work with next day steel when it comes to the concrete, similar ideas will come down the line. Then in terms of DIY party was given an idea we can again look on that for more maybe similar stories and repeat customers the same thing just to add a note here that we will need to send a question list to them later to eventually fill up and send it to us once they have more stories. Maybe he wouldn't want to think about it or share with the guys in the office. But based on this conversation today, we will send him a few questions just to a reminder to give us more stories on that as than when they come. You can put it somewhere when they have stories and similar suggestions. But we will continue elaborating and what's it called? Mimicking the same concept to more stories for approval as well for later.

Speaker 2 (20:14):

We did have one story I'm just mentioning. Let where the customer called us actually four o'clock Friday afternoon he had an emergency job on the weekend. We quickly called the guys and we told them look, leave it outside the yard. The customer came on the weekend to collect it. We made it ready so he doesn't need to.

Speaker 1 (20:35):

So they came to collect it while the

Speaker 2 (20:37):

Business is closed. You were happy to do it, left it outside. We sent them pictures, you couldn't come on the day to pick it up and we left it outside. Not a lot of companies will offer such a service.

Speaker 1 (20:49):

I want to add here that even though next day service has a small delivery fee to ensure that it's coming the next day

Speaker 2 (20:58):

We have same day

Speaker 1 (20:58):

Pickup but many orders,

Speaker 2 (21:00):

Same day pickup

Speaker 1 (21:01):

And same day pickup. But there are many orders that just luckily we also send you also offer. Yeah,

Speaker 2 ([21:08](#)):

It's

Speaker 1 ([21:09](#)):

Another service that offer same day pickup and so therefore we high. I think that even though some customers might not need it, they don't want to pay the next day fee. We always tend to just deliver as soon as achievable. So if we go into the area where a different customer pays for next day, then they will also be getting a delivery in the next day. They have excellent tracking feature on the vehicle so they get notification and tracking of the driver,

Speaker 2 ([21:42](#)):

Which the other companies do not offer. So they get a notification on the day of a time slot, which helps the customer, especially when it comes to the smaller DIY people. Again, they're not the whole day on at home so they get a notification the same as with pallets and just elaborating a bit more on the same day pickup. You will not get the service anywhere where people can come pick up on the same day. It's super

Speaker 1 ([22:11](#)):

Unique, cut and bend unique to actually put through a manufacturing process in the Cotton Bend machine, an order for a customer for him to also come and pick it up on the same day. So that's an logistical and operational service that next still offer and get out of the way to make it happen for the customers. They are set up to actually offer such service.

Speaker 2 ([22:32](#)):

Our vehicles, when our vehicles are like with cameras, with cameras, so it's all recorded so they have a camera operated vehicles where we can see if the material was loaded or not and everyone gets us a picture if the customer's not at home. We would also offer the service if it's a small items to leave it outside the house and just send them a picture and they don't need to be there as long as they put a note saying just leave it outside my yard and we make a picture. Again, it's another service, which a lot of companies will not do it if no one's on site. We will

Speaker 1 ([23:05](#)):

Excellent type of point service that we attach to the DIY where they usually, if it are at work, it's not a building site and they want a material there will be happy with such a service

([23:15](#)):

Knowing that it's available. I do know of many, many cases that the people took off day off to be on a home to receive deliveries. This will really solve that for them. The driver will offload it, put it in a safe place. If they ask for it and they're happy then they don't have to take a day off from work to stay and wait for delivery and that's done behind the scenes action creativity. So here we've got to show some ideas behind the scene. I mean just to elaborate, we have multiple sections of post ideas that we're going to talk about now we're talking about the company behind the scenes. So here we show in a little example of an example about managing last minute search where there is sudden peak in orders and how efficiently nexa seal capable to deal with that and double shift the workload to be able to cater the additional orders.

Efficient logistics streamline the delivery process to meet tight deadlines. So next steel always have out of the box solutions.

Speaker 2 ([24:24](#)):

We always have out the box solutions we will use. We have third parties always on standby. We will literally will go out of our way to make things happen by pallets. Let's say if the order, we can't meet the deadline because the bulk is too big, we will ask the customer if he can accommodate to send them more materials to cover his project where we send it, which can go onto pallets so that in order to get him the steel on site, what else do we have to meet HAI generals in terms of logistics. What else

Speaker 1 ([25:16](#)):

Can you said third party. You said the important part.

Speaker 2 ([25:24](#)):

Let's see with something that four point by 2.4 we'll try and change it 3.6 by two metres and that goes into Luton van.

Speaker 1 ([25:32](#)):

Yes, if there is an issue with getting it into the customer's particular requirements then there will be work around. Andex still will offer similar quantity to cover, build the product but in different dimensions that it could fit different carriers that can help

Speaker 2 ([25:50](#)):

On the same day.

Speaker 1 ([25:51](#)):

I get their materials on the same day. By the way, I started testing at the time and it worked and I had quite a bit of business for City Sprint

([26:02](#)):

And you have a login, you book van that comes in two, three hours and I used to send them to Rena to load REIT rebars to 3 200, 150 40. So when people need urgently or when I could not get the next day from Rena. So even if I booked it the following day, so I saw the next day. So not only about the same day but I used to book it same day because it's not really working for you to book a next day. Always on city screen. And I booked a long wheel based vans they used to drive into right now below the two three metre and just say do next day, same day. So it's definitely a viable option for you to look at when people want to do an the same day, you can have a bracket items. This can be assembly wide because it fit in the van. So you can check calculate on dimensions and add another service to this product. So then they'll have additional calculated delivery if it's the same day and maybe by 10 o'clock in the morning you need to book it and check or even the next day. But it's helping you to small orders on that anyway. It's just another idea. I dunno if they still offer such a, it was very, very price effecti. It was like 40 pound, 60 pound delivery.

Speaker 2 ([27:07](#)):

It made sense. Yeah we have the challenges.

Speaker 1 ([27:11](#)):

I dunno about that. I thought to delete it. To delete it but it's just another good story. I mean if

Speaker 2 ([27:16](#)):

You have don't have really

Speaker 1 ([27:18](#)):

Can I take it off? It's not done too much of a nonsense. It's true. Weather challenges is a problem but I don't think it's something to emphasise or say. We will drive in the no, no, we don't want to slow the crazy.

Speaker 2 ([27:29](#)):

Yeah and no it doesn't happen a lot. Also not, I wouldn't say it's a common thinking only

Speaker 1 ([27:34](#)):

When snow and the factory close. Maybe. Maybe, maybe. But that's not

Speaker 2 ([27:38](#)):

Company milestone.

Speaker 1 ([27:41](#)):

We showing a company milestone we achieved.

Speaker 2 ([27:44](#)):

So here we need to go and come here to achieve that. Look. It's our second year of business. We sold so many and so many orders, so many and so many time have been delivered excessively throughout the UK and Kilos. Kilos but on

Speaker 1 ([28:06](#)):

800,000 kilos.

Speaker 2 ([28:09](#)):

But I think even in town we can can

Speaker 1 ([28:12](#)):

No customers. Dunno what they No Kilo. Your SMEs.

Speaker 2 ([28:16](#)):

My

Speaker 1 ([28:16](#)):

SMEs, yeah they lactone but they also it's

Speaker 2 ([28:19](#)):

So, but we can get it and how many orders we fulfilled, we fulfilling a month and about 450 orders a month. So this is all which can be,

Speaker 1 ([28:30](#)):

We don't have to say exact, we just say thousands of orders to date over x. Thousands of orders

Speaker 2 ([28:37](#)):

Over this type over such a period. Yeah. Expanding servers. Highlight the non

Speaker 1 ([28:45](#)):

Server. You can take your busiest time and say we did in few weeks, right? I dunno. We need to think why this is an example of showing to the customers. We've done so many next

Speaker 2 ([28:57](#)):

Deliveries. It's like when we come to celebrate our third year, we've just now finished our second year. We can say we successfully finished our second year. Yes, we delivered.

Speaker 1 ([29:11](#)):

One second. Sorry we're not Oh we are recording. Sorry, we are recording.

Speaker 2 ([29:14](#)):

Okay. Expanding service. Highlight the launch of new server like custom cutting lead has been well delivered. Clients. I think we highlighted that enough. I think we need to highlight more the servers of offering what we said the payment terms.

Speaker 1 ([29:28](#)):

Right.

Speaker 2 ([29:29](#)):

Okay. That should be more. I think that's going to be our next

Speaker 1 ([29:32](#)):

To also

Speaker 2 ([29:33](#)):

Offer.

Speaker 1 ([29:33](#)):

So that's my next question. These are standard from what's happening. I need to get more push up, push new things. Which one of them is the payment then? So if you want to say company milestone, what you see the problems, that's excellent. What you're saying, what are the next solution will be. So payment terms is a problem. Credit accounts, it's your milestone to bring that to play

Speaker 2 ([29:58](#)):

The problems. I don't want to mention

Speaker 1 ([30:06](#)):

We talk another day next.

Speaker 2 ([30:08](#)):

I forgot about it.

Speaker 1 ([30:08](#)):

No of course. But that's another story and I think I have a lot of much about, you can see what makes sense to you or not. But

Speaker 2 ([30:16](#)):

Yeah, the reaching, the loyalty, what we're seeing a lot returning customers, which is showing a very good thing on us on our reviews. People are in trust with us. They feel that. They feel every day people become more and more comfortable placing orders online rather than picking up a phone call and they can see us operating on our reviews. We are company, we're operating. That's

Speaker 1 ([30:47](#)):

A good idea. I'm going to just try and check something in your permission. That's not your account. Don't worry. Customers may do like that.

Speaker 2 ([31:06](#)):

Next day is going to be next day. But two to four working days is going to be delivering slots where slots where they can choose because it's going on a pallet.

([31:14](#)):

Now the reason why I want to do it because a person do four working days is going to be a lot of small businesses, small client, they're going from job to job. They can't, they need and he didn't yet do it. We came out with this last week actually after the meeting I came out. To be honest, the reason why I'm doing it because K and at the moment it's a bit human to yes. We dunno how to do it. I don't yet know keep open. Not keep open. We want to make a calendar. So first of all, Schwarz, now is Monday, Tuesday Schwarz. Yes. First one you make a calendar.

Speaker 1 ([31:48](#)):

No deliveries on that day. Day when they book. It's not available.

Speaker 2 ([31:51](#)):

Not available first. It's only available from

Speaker 1 ([31:53](#)):

Wednesday. So the day before obviously it's not allowing them.

Speaker 2 ([31:55](#)):

Exactly.

Speaker 1 ([31:56](#)):

Exactly.

Speaker 2 ([31:56](#)):

Now

Speaker 1 ([31:58](#)):

You notify them. So you don't, it's all normal.

Speaker 2 ([32:00](#)):

If it's going to be busy one day in, there's always, we can keep it open, sell

Speaker 1 ([32:05](#)):

It regularly. You put a newsletter forward with all your customers all now before this holidays or our days or their holidays.

Speaker 2 ([32:12](#)):

That means, but that's on the next day.

Speaker 1 ([32:13](#)):

You're talking Ken. No, but I'm talking

Speaker 2 ([32:15](#)):

Cut and bend

Speaker 1 ([32:16](#)):

Regardless.

Speaker 2 ([32:17](#)):

I'm

Speaker 1 ([32:17](#)):

Saying an order that is the next day. If you block it on the calendar ahead, perfect. That's not a problem. I'm saying in the same principle, if you want to know to close so you know that all your customers know about it. Anyone come to the website knew it's just not going to happen for him. Anyone who wanted to pre-order for that day already know it's not going

Speaker 2 ([32:38](#)):

To happen. Yeah. So you're saying now for PE I closed this year, I should send out newsletters next week.

Speaker 1 ([32:44](#)):

Yes. Please note that between these days and this days or on these days, we will not have delivery. If you need the material before, it's also a good incentive to get 'em to buy now due to whatever you want to say, the reason company clause, you need order today before

Speaker 2 ([32:59](#)):

Due to,

Speaker 1 ([33:01](#)):

Okay, what I used to do

Speaker 2 ([33:02](#)):

Expanding due to counting stock. You can't close for seven days. I

Speaker 1 ([33:08](#)):

Did mind to say usually I didn't say Jewish holidays, but just I used to write in my auto reply, religious holidays, let to break the head into the knocking at all. Our company is on a break or close or something, you know, let's company holiday, let's do that company holiday between a whole wholer

Speaker 2 ([33:23](#)):

Or only the now I want to be, this year I want to be wholer because I used to have Haven. I don't have a going now. So it's a wholer. And don't forget it's Easter. So I can say company will be close. We will take our Easter holiday a few days early in this year. Or as a company we work hard the whole year.

Speaker 1 ([33:45](#)):

Maybe we don't have to even say why. Please note and then find a smooth away. Why? I

Speaker 2 ([33:50](#)):

Dunno. It's just something I'm going to have to do now. Market it properly.

Speaker 1 ([33:54](#)):

It's good to get you the aim of that email should be ordered now

Speaker 2 ([33:57](#)):

Order now,

Speaker 1 ([33:58](#)):

Order by this date to get it by that date because it's going to be closed there. Remember? And then you send another reminder that we are going to be closed between this date. Please put your order. And again, when you need to order by to get it, then what? By when you need to order to get it by.

Speaker 2 ([34:13](#)):

I have not one month. I need to really focus on it.

Speaker 1 ([34:15](#)):

Perfect. I know a couple of weeks before think we need the right time to give them a heads up. So you do have customers who are planning to buy, they need to know it and other customers who remind them that it's a good idea that you hear and they can buy from you as well and not from that guy. And let's all do it now I need anyway to do unique solutions. Mainly because you have customers who planning to buy for this regular guy, this Budha who is going to be pissed off. Maybe Kilo has, I'm saying a guy will counting on you. It's important because it's a week. It's not two days.

Speaker 2 ([34:49](#)):

No, you have to No, it's a hundred percent PE starts month. We start close. PE starts guy night motto shops basically. So Friday is still

Speaker 1 ([35:00](#)):

Monday to Monday.

Speaker 2 ([35:01](#)):

It's Monday to, no, but the last Friday is Easter.

Speaker 1 ([35:08](#)):

Ah. So they have a bank holiday.

Speaker 2 ([35:09](#)):

They have a bank holiday. Friday, Monday we are back to work Monday.

Speaker 1 ([35:12](#)):

So it's only Monday to Wednesday.

Speaker 2 ([35:14](#)):

It's Monday till Thursday.

Speaker 1 ([35:17](#)):

Technically

Speaker 2 ([35:18](#)):

It's Monday to Thursday

Speaker 1 ([35:18](#)):

Technically.

Speaker 2 ([35:19](#)):

So that's what I'm saying. You say

Speaker 1 ([35:21](#)):

It already starts on Monday.

Speaker 2 ([35:22](#)):

Our Easter holiday will be starting on Monday. On Monday

Speaker 1 ([35:26](#)):

Without saying much

Speaker 2 ([35:27](#)):

Due to the Easter holiday. I

Speaker 1 ([35:28](#)):

Like it because they say taking a break, a break

Speaker 2 ([35:32](#)):

Due to the Easter holiday coming up. Our last

Speaker 1 ([35:36](#)):

Orders are basically the Thursday. Need to know your close our orders for that week. Last order on Thursday for Friday delivery if they have slots. No, not even Wednesday.

Speaker 2 ([35:47](#)):

Wednesday.

Speaker 1 ([35:48](#)):

Wednesday. That's a good way to put it as well. There will not be orders

Speaker 2 ([35:51](#)):

Taken on week before Easter.

Speaker 1 ([35:53](#)):

I know, but I'm saying there will be no orders taken from Friday before Easter or for Monday. Lemme explain it to you. I know, I understand. Party, party party. I understand. I'm trying to say that. Yeah, but you're

Speaker 2 ([36:09](#)):

Saying a week before

Speaker 1 ([36:10](#)):

You tell them there won't be any orders. Monday, Tuesday, Wednesday, Thursday. Okay. They won't. You won't take Why not? Deliveries? There won't be deliveries. Sorry.

Speaker 2 ([36:19](#)):

Okay. Why not? It's not yet Easter. Easter is only Friday. That's what I'm saying. Here's a bank holiday. Yeah, we are shouting here. The 11th.

Speaker 1 ([36:38](#)):

Yeah. Which you mean from here?

Speaker 2 ([36:40](#)):

Which means Monday, Tuesday, Wednesday, Thursday. Technically. Why? So

Speaker 1 ([36:43](#)):

You say we are going,

Speaker 2 ([36:45](#)):

We taking our Easter break. That's

Speaker 1 ([36:49](#)):

In other words last delivery. Last orders. Last delivery is Friday.

Speaker 2 ([36:53](#)):

Last order is on Wednesday. Wednesday.

Speaker 1 ([36:57](#)):

Any other order will be pushed to be delivered from the, from after 20. Perfect. Okay. Okay. Look, this is

Speaker 2 ([37:06](#)):

Now we cover this. Yeah.

Speaker 1 ([37:10](#)):

Okay. We have.