

# TEMPLATE 5: SERVICES & LOGISTICS

File: `{COMPANY_SLUG}_services.md`

**PURPOSE:** Provide detailed service capabilities, delivery information, and operational details for customer inquiries.

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## {COMPANY\_NAME} Services & Logistics

### Core Services

#### {SERVICE\_1}

- **Description:** {SERVICE\_1\_DESCRIPTION}
- **Coverage:** {SERVICE\_1\_COVERAGE}
- **Timeline:** {SERVICE\_1\_TIMELINE}
- **Special Features:** {SERVICE\_1\_FEATURES}

#### {SERVICE\_2}

- **Description:** {SERVICE\_2\_DESCRIPTION}
- **Coverage:** {SERVICE\_2\_COVERAGE}
- **Timeline:** {SERVICE\_2\_TIMELINE}
- **Special Features:** {SERVICE\_2\_FEATURES}

#### {SERVICE\_3}

- **Description:** {SERVICE\_3\_DESCRIPTION}
- **Coverage:** {SERVICE\_3\_COVERAGE}
- **Timeline:** {SERVICE\_3\_TIMELINE}
- **Special Features:** {SERVICE\_3\_FEATURES}

### Geographic Coverage

#### {COVERAGE\_AREA\_1}

- **Standard Service:** {COVERAGE\_1\_STANDARD}
- **Timing:** {COVERAGE\_1\_TIMING}
- **Special Considerations:** {COVERAGE\_1\_SPECIAL}

#### {COVERAGE\_AREA\_2}

- **Standard Service:** {COVERAGE\_2\_STANDARD}

- **Timing:** {COVERAGE\_2\_TIMING}
- **Special Considerations:** {COVERAGE\_2\_SPECIAL}

## {COVERAGE\_AREA\_3}

- **Standard Service:** {COVERAGE\_3\_STANDARD}
- **Timing:** {COVERAGE\_3\_TIMING}
- **Special Considerations:** {COVERAGE\_3\_SPECIAL}

## Service Options

### {OPTION\_1}

**What it includes:** {OPTION\_1\_INCLUDES} **When to use:** {OPTION\_1\_WHEN} **Additional cost:** {OPTION\_1\_COST}

### {OPTION\_2}

**What it includes:** {OPTION\_2\_INCLUDES} **When to use:** {OPTION\_2\_WHEN} **Additional cost:** {OPTION\_2\_COST}

## Operational Details

- **Order Cutoffs:** {ORDER\_CUTOFFS}
- **Minimum Requirements:** {MINIMUM\_REQUIREMENTS}
- **Special Handling:** {SPECIAL\_HANDLING}
- **Emergency Procedures:** {EMERGENCY\_PROCEDURES}

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## PLACEHOLDER FILLING GUIDE:

Placeholder	Description	Example
{COMPANY_NAME}	Full company name	"NextDaySteel"
{SERVICE_1}	Primary service	"Next-Day Delivery"
{SERVICE_1_DESCRIPTION}	What service includes	"Guaranteed delivery within 24 hours of order placement"
{SERVICE_1_COVERAGE}	Where available	"Mainland UK"
{SERVICE_1_TIMELINE}	Service timing	"Order by 1pm for next-day delivery"
{SERVICE_1_FEATURES}	Special features	"SMS tracking, delivery confirmation, flexible time windows"
{SERVICE_2}	Second service	"Same-Day Delivery"
{SERVICE_2_DESCRIPTION}	What service includes	"Emergency delivery within hours of order"
{SERVICE_2_COVERAGE}	Where available	"Within 30 miles of London depot"
{SERVICE_2_TIMELINE}	Service timing	"Available for urgent requirements"
{SERVICE_2_FEATURES}	Special features	"Emergency contact line, priority handling"
{SERVICE_3}	Third service	"Cut-to-Length Service"
{SERVICE_3_DESCRIPTION}	What service includes	"Custom cutting of rebar to exact specifications"
{SERVICE_3_COVERAGE}	Where available	"All deliveries"
{SERVICE_3_TIMELINE}	Service timing	"2-3 days for custom cutting"
{SERVICE_3_FEATURES}	Special features	"Precision cutting, reduced waste, ready-to-use materials"
{COVERAGE_AREA_1}	First coverage area	"Greater London & South East"
{COVERAGE_1_STANDARD}	Standard service	"Next-day delivery, same-day pickup option"
{COVERAGE_1_TIMING}	Delivery timing	"7am-6pm delivery window, order by 1pm"
{COVERAGE_1_SPECIAL}	Special considerations	"Same-day emergency delivery available, traffic considerations"
{COVERAGE_AREA_2}	Second coverage area	"Mainland UK"
{COVERAGE_2_STANDARD}	Standard service	"Next-day delivery via national network"
{COVERAGE_2_TIMING}	Delivery timing	"Order by 1pm for next-day delivery"
{COVERAGE_2_SPECIAL}	Special considerations	"Remote areas may require alternative arrangements"
{COVERAGE_AREA_3}	Third coverage area	"Islands & Remote Areas"
{COVERAGE_3_STANDARD}	Standard service	"Delivery via ferry connections"
{COVERAGE_3_TIMING}	Delivery timing	"2-3 business days depending on ferry schedules"
{COVERAGE_3_SPECIAL}	Special considerations	"Weather dependent, alternative arrangements for urgent needs"
{OPTION_1}	First service option	"Crane Delivery"
{OPTION_1_INCLUDES}	What's included	"Crane truck delivery with curbside offloading"

Placeholder	Description	Example
{OPTION_1_WHEN}	When to use	"When customer needs assistance with heavy materials"
{OPTION_1_COST}	Cost information	"Additional charge based on location and materials"
{OPTION_2}	Second service option	"Scheduled Delivery"
{OPTION_2_INCLUDES}	What's included	"Delivery on specific date/time as requested"
{OPTION_2_WHEN}	When to use	"When project timing requires specific delivery schedule"
{OPTION_2_COST}	Cost information	"No additional charge for reasonable scheduling"
{ORDER_CUTOFFS}	Ordering deadlines	"1pm for next-day delivery, 3pm for same-day (London area)"
{MINIMUM_REQUIREMENTS}	Minimum orders	"No minimum order quantity"
{SPECIAL_HANDLING}	Special handling options	"Hazardous materials protocols, oversized item procedures"
{EMERGENCY_PROCEDURES}	Emergency service	"24/7 emergency contact line for critical deliveries"

## QUALITY CHECKLIST:

- All placeholders replaced with accurate service information
- Delivery promises match actual capabilities
- Geographic coverage is accurately described
- Timing commitments are realistic and achievable
- Special service options reflect real offerings
- Emergency procedures are current and accessible
- No service promises that can't be consistently delivered