

Glovo App Kenya

Partnership Proposal

Quick Commerce

Glovo!



**TO GIVE
EVERYONE
EASY ACCESS
TO ANYTHING
IN THEIR CITY**

The consumer is evolving

- 1 They are **busier**, more **connected** and have an '**on the go**' lifestyle
- 2 They have **new challenges**. They are **stressed**. Work life balance is an issue. They have information overload
- 3 The consumer is now **demanding convenience**:
 - 'Make it **easy** for me'
 - 'Make it **useful** for me'
 - 'Make it **simple** for me'
 - 'Help me make **better use of my time**'



3 key predictions of consumer trends

- 1 The future of Brick and Mortar is **Mobile**
- 2 People want a **frictionless shopping experience**. It will be all about **convenience**.
- 3 Consumers will expect **personalisation** from brands and in order for brands to meet consumer demand, they need **data in real time**



Who We Are

- 1 We are an **on-demand courier service** founded in Barcelona in 2015.
- 2 In 2018, we launched into the Kenyan market before expanding to **Ivory Coast, Morocco, Uganda, Ghana and Nigeria.**
- 3 We strive to deliver anything that consumers need in under 45 minutes. In 2021, in a move aimed at increasing efficiencies further, we have **moved to a Q Commerce model where we aim to deliver in under 30 minutes.**





Glovo in Kenya



We are in **7** cities and still expanding!



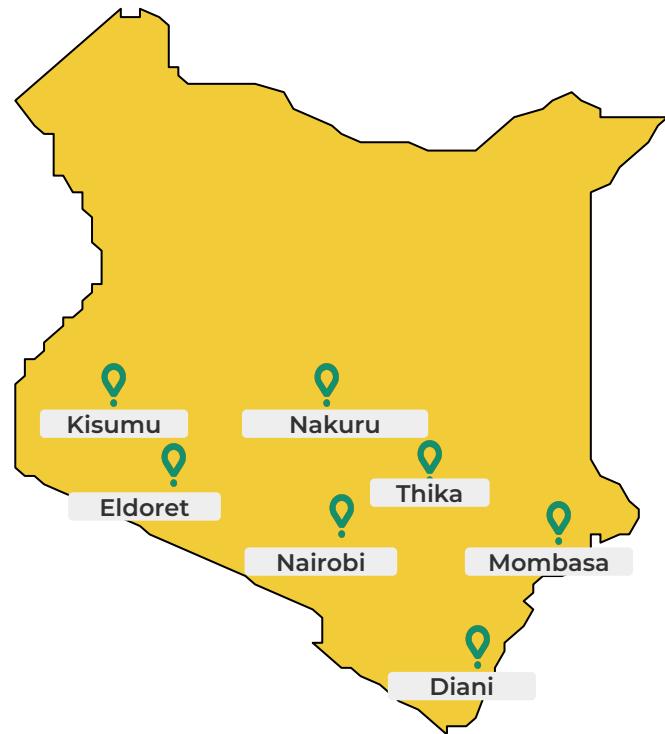
Over **5 Million** Active users on the app,
>0.5 M consistent grocery customers



Delivered Orders and GMV **Growth MoM**



Delivery leader in KE





Our unique value proposition



Multi-category proposition
within a unique app



Best restaurants in town in less
than 45'



Faster groceries convenience
store



Pharmacy and parapharmacy
items



Drinks button



Anything button

Q-COMMERCE: INTRO

=Q-commerce?



=Groceries



=Shops



=Health

=Retail

Fastest growing delivery player



+300 cities **23** countries



1200+ Grovers in Kenya



+150,000 Weekly App Opens (KE)



+1000 Partners

Jan 2016

Jan 2019

Driving incremental orders



Deliver your **orders** in minutes in a radius of 4 **Km**

Increase the **catchment area** of the store arriving to new customers

Cover new **areas of the city** that would not be covered by regular store in walking distance

The average **shopping trip to the store and back** would take a customer 58 minutes by walk, plus the shopping time. Glovo brings your order in 30 minutes!

How would it look? ORDER JOURNEY

Up to 14 minutes
(Depending on capillarity)



User places an order
on the Glovo app

Our Dispatching Algorithm assigns it to the closest Glover

The store **is notified** of the order and **starts preparation**

Glovers **goes to delivery point**

The order is **delivered in record time**

29 minutes

Define your assortment



ASSORTMENT

A simple **XLSX file** containing basic information on the products:

- Product name and code
- Category of the product
- URL Image
- Price€
- Description

Template Assortimento + Explanation [XLSX](#)

File Modifica Visualizza Inserisci Formato Dati Strumenti Guida Appena modificato

N16

	A	B	C	F	K	L	M
1	External_ID	Product_Name	SuperCollection	Collection	Price	Image	Description
3	7729101	Iphone X	Telefonia	Smartphone	900,00	mq.cc/8C8bzFLn/36	XX
4	8300021	Airpods	Telefonia	Auricolari	179,00	mq.cc/8C8bzFLn/36	XX
5	4575738	Dyson	Piccoli elettrodomestici	Cura dei capelli	200,00	mq.cc/8C8bzFLn/36	XX
6	2057639	Rasoio	Piccoli elettrodomestici	Cura del viso	50,00	mq.cc/8C8bzFLn/36	XX



Following this basic rule



Everything that:

Fits in our backpack
44cm x 44cm x 50cm

And weights within
9KG

Prepare the integration:



INTEGRATION

API integration or a simple **CSV file** to manage stock & prices updates.

```
Template SFTP - CSV file integration.csv - Notepad  
File Edit Format View Help  
store_id,product_id,price,stock  
6006500,7896,39.99,0  
6006500,1211,1234.56,7  
6006500,6506,9999.99,0  
6006500,2859,0.9,98
```



Following this basic rule

To be updated at least **once** per day in the



Even with hourly updates and yet with minimum impact, **OOS is part of the game.**

That's why in case of PNA, it's important that the store contacts the user to propose a substitute product.

Hardware and Software

The hardware and software used by stores to manage the orders are offered by Glovo.

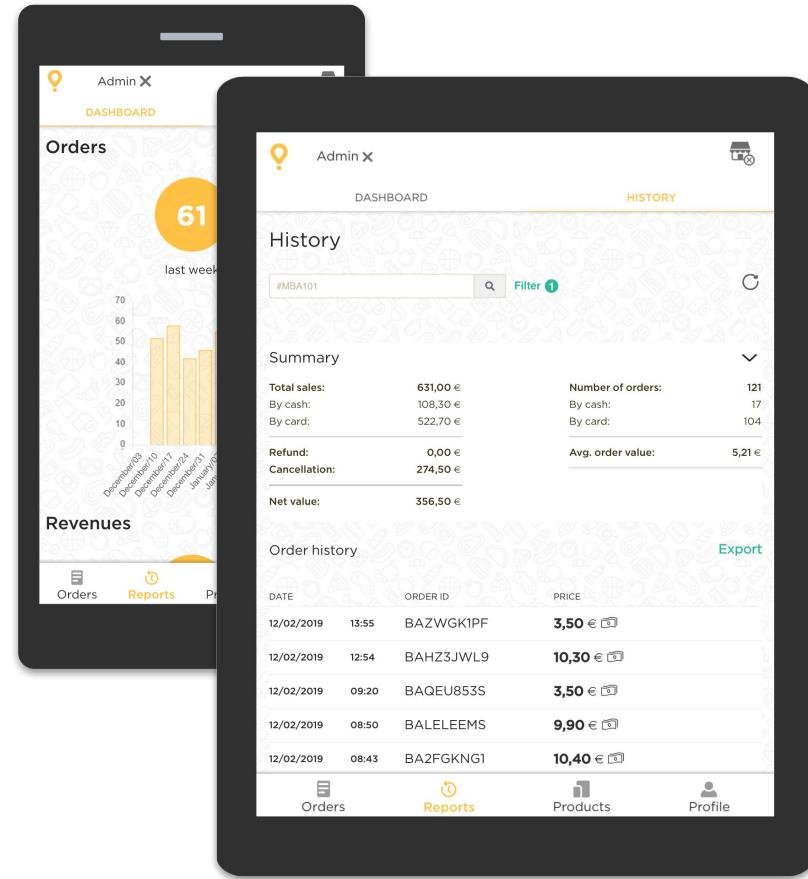


Tablets offered by Glovo, in alternative it's possible to use the PC of the store.



Access to **Partner web app** to:

- Receive the orders
- Manage product selection
- Manage substitution of products
- Enable / Disable of products
- Reporting





Go-to-market plan



Commission	Commission in exclusivity 20% based on the gross sales of the products + VAT
*Expansion conditions	Full coverage open 80% of the stores in covered areas Full assortment up to 25K SKUs
Marketing	Top 5 positioning in the Category Bubble Dedicated Sub-bubble (as show in the video) at least for the first 2 weeks
Support & Account Management	Customer support 24/7 Local Account Manager - Local operations and marketing activations
Integration	Support API or SFTP integrations of Stocks and Prices (at 0 cost) Dedicated category management from Glovo
Activation	Press Release Local Social Media/ In-app/ CRM communication



SHOP

THANK YOU!

