

Last Mile Logistics Optimizations



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Agenda

What is Last Mile
Delivery and Trends?

Last Mile Delivery Market for
2021-25

Six Factors Affecting Last
Mile Logistics

Top Features of Last Mile Delivery

What Can Customers Achieve With a
Last Mile Delivery Solution

Cost Structure & Revenue

Conclusions and Questions

What is Last Mile Fulfillment?

- The movement of people and goods from a transportation hub to a final destination.
- Main Objective:
 - Deliver items to the customer in the minimum possible time
 - Cut company costs (\$)

Why is it trending?

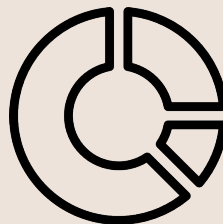
- Increase in online sales
- Delivery at home is the new lifestyle
- Contactless Delivery in response to COVID-19

Last Mile Delivery Market In U.S. 2021-2025



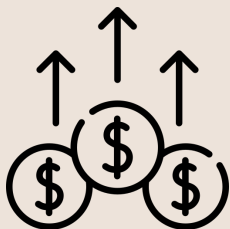
Compound Annual Growth
Rate of almost

16%



Growth Contributed by **U.S.**

82%



Incremental Growth (\$B)

59.1b



Projected Growth for 2021

14.80%

Last Mile Delivery

Six Factors Affecting Last Mile Logistics



Lack of
Visibility



Customer
Expectations



Transparency



Poor
Infrastructure

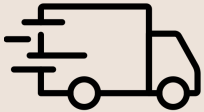


Types of
Goods



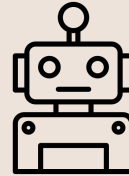
Customer
Problems

Top Features of Last Mile Delivery Solution



Route Optimization

Integrate route optimization feature considers traffic, location, capacity, and time to discover the most efficient routes.



Smart Lockers / Bots

Vendors will have a transparent process by allowing customers to pick-up or receive goods via smart locker or bot.



Real-Time Status Update & Proof of Delivery

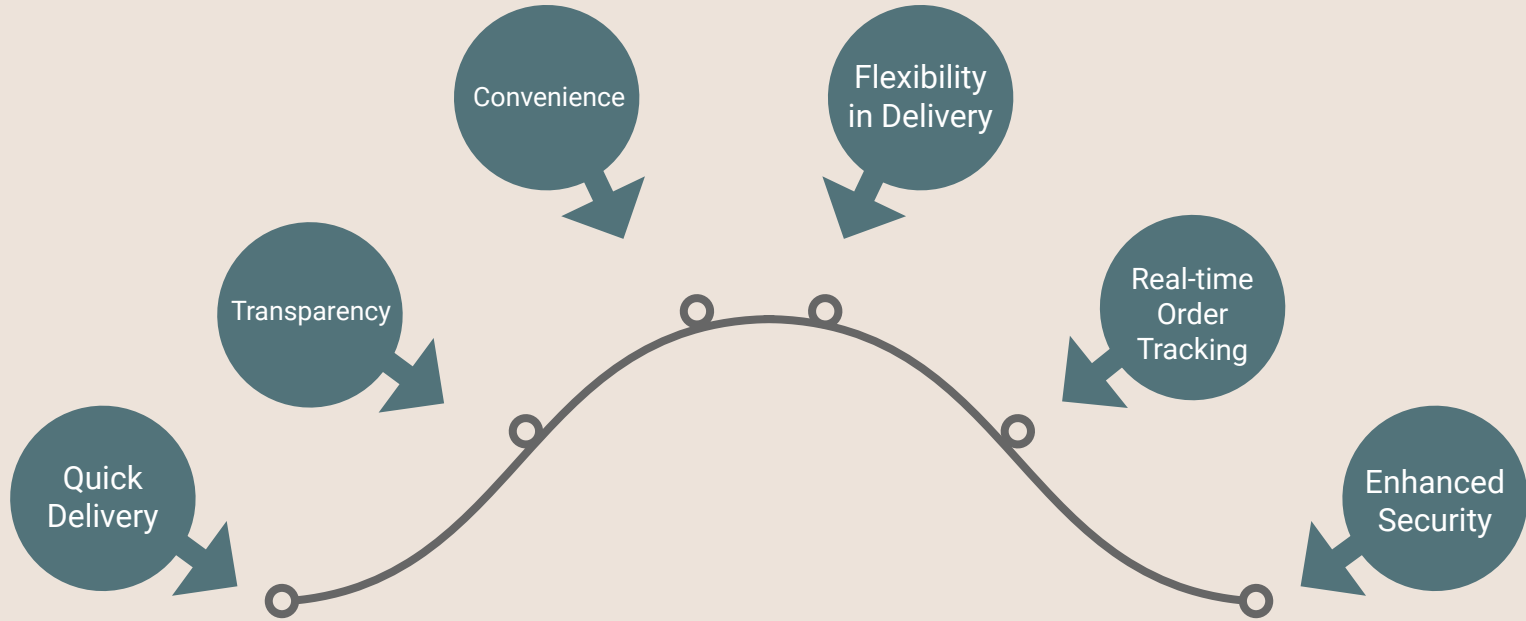
Customers will receive real-time status updates and push notifications. End of the delivery, drivers will have a in-app feature to show proof of delivery.



Reports & Analytics

Provide analytics with the graphical representation of key business insights which helps businesses take insight-driven business decision

What Customers Can Achieve With A Last Mile Delivery Solution?



What Can You Achieve With A Last Mile Delivery Solution?



Cost Structure

- Depending on what country, programmers/analysts you hire
 - Development Cost ranges from \$20k-40k
 - *(not including hosting and licensing fees)*
- A simple formula for estimating the cost =
 - Hourly rate of developers * Numbers of hours

COST STRUCTURE				
Function	Time (hrs)	\$ 40	\$ 55	\$ 70
Design				
Model	18	\$720.00	\$990.00	\$1,260.00
User Interface	28	\$1,120.00	\$1,540.00	\$1,960.00
Testing	14	\$560.00	\$770.00	\$980.00
Registration and Work with Users:				
Registration / Authorization by Email	19	\$760.00	\$1045.00	\$1330.00
User Login / logout	8	\$320.00	\$440.00	\$560.00
Authorization through social networks	8	\$320.00	\$440.00	\$560.00
Registration / Authorization by Phone No.	32	\$1280.00	\$1760.00	\$2240.00
Profile Editing	48	\$1920.00	\$2640.00	\$4460.00
Rating and Reviews	10	\$400.00	\$550.00	\$700.00
Geolocation and Service Coverage				
Geolocation and its integration into the application	32	\$1280.00	\$1760.00	\$2240.00
Creating a route	35	\$1400.00	\$1925.00	\$2450.00
Courier traffic monitoring	74	\$2960.00	\$4070.00	\$5180.00
Payment				
Payment Gateway Integration	60	\$2400.00	\$3300.00	\$4200.00
Attaching and checking cards	40	\$1600.00	\$2200.00	\$2800.00
Prices and order value	14	\$560.00	\$770.00	\$980.00
Analytics				
Connection to Google Analytics	4	\$160.00	\$220.00	\$280.00
Yandex Tools	4	\$160.00	\$220.00	\$280.00
Communication and Notifications				
Push Notifications	30	\$1200.00	\$1650.00	\$2100.00
SMS Notifications	50	\$2000.00	\$2750.00	\$3500.00
Total	528	\$21,120.00	\$29,040.00	\$36,960.00

Conclusion



Fulfillment is the most difficult and expensive part of the eCommerce business model



Last Mile delivery is the last touch point with consumers and plays a vital role in customer satisfaction and loyalty



This means by adopting it now, you stand a real chance to leapfrog ahead of the competition

Questions?