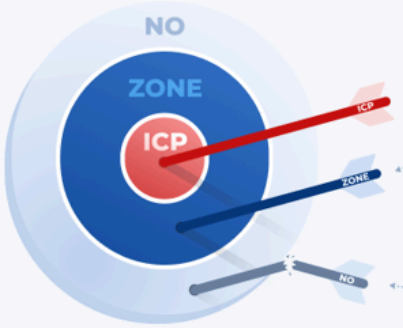
Ideal Customer

Ideal Customer Profile

optiply.

ICP Customer - Usage-based bounds



ICP
Monthly orders >10.000
SKU's >5000
Quick supply chain

ZONE
Monthly orders >1000
SKU's >100
Mixed supply chain

NO
Monthly orders <1000
SKU's <100
Long supply chain

ICP - Focus markets

- Beauty products
- Party consumables
- Drugstore
- Health nutrition
- LED lighting
- Tools
- Gadgets
- Parts
- Travel bags
- Kids/Toys
- Sports equipment
- Phone accessories
- Electronics / Accessories
- Kitchen supplies

ZONE - Mid-Focus markets

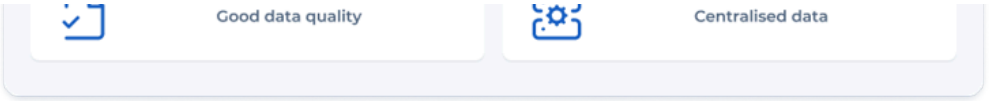
- Pets
- Gardening / Plants
- Furniture
- Building materials
- Bed and Bath
- ...and/or any industries that are not under ICP

NO - Markets to avoid

- Fast fashion
- Shoes
- Refurbished

Customer attributes

- Own stock, no drop shipment
- Replenishment



The ideal customer profile includes (in this order):

- Own stock ≠ dropshipment
- Data centralized
- Repeat purchasing ≠ fashion
- 3,000+ SKUs on stock
- 500+ order lines per day
- Good data quality
- Standard integration or development capacity
- Full-time buyer or ordering daily
- No own production

ICP Tiers in Hubspot

https://optiply.atlassian.net/wiki/pages/createpage.action?spaceKey=SAL&title=Ideal%20Customer%20Tiers