

# DIRECTHAUL PARTNERS

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Proposal: A Fulfilment Partnership to Launch ShaperLuv in India.

**Dear ShaperLuv Team,**

I hope this message finds you well.

I am writing to you on behalf of **DirectHaul Partners**, an up and coming logistics and e-commerce fulfilment company based in Punjab, India. As great admirers of the ShaperLuv brand, we see a tremendous and untapped opportunity for your products in the Indian market.

We are writing to propose a direct, cost-effective, and low-risk pathway for you to begin selling in India by partnering with us as your dedicated in-country fulfilment centre.

Currently, a significant barrier for your potential Indian customers is likely the high cost and long wait times associated with international shipping from the US. Our fulfilment model is designed to eliminate these issues entirely.

**The Partnership Model:** You would ship your products in bulk to our facility in India. We would then handle everything else: warehousing, inventory management, individual order packing, and last-mile delivery directly to your customers across the country.

## **Key Advantages of This Model:**

- **Drastic Cost Reduction:** Shipping in bulk to one point in India reduces your per-item shipping cost by a massive margin compared to shipping individual parcels internationally. This saving can be passed on to the customer, making your products far more competitive.
- **Fast, Local Delivery:** We can deliver orders to customers anywhere in India within 2-5 days. This rapid delivery time is a critical factor for success in e-commerce and dramatically improves the customer experience compared to a 2-3 week international wait.
- **Simplified Operations:** Our service would handle the complexities of Indian logistics, customs clearance for the bulk shipment, and local returns management, removing a significant operational burden from your team.
- **Unlock the Entire Market:** We can enable crucial payment methods like **Cash on Delivery (COD)**, which still accounts for a substantial portion of online sales in India and is something international sellers cannot typically offer.

We understand this email has likely reached your customer service department. Our goal is to bring this highly strategic and operational opportunity to the attention of the correct leadership team. We have prepared a more detailed outline of how this partnership would work.

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Could you please forward this email to the relevant decision-maker, such as the Head of Operations, Logistics, or Business Development?

Thank you for your time. We are confident that a local fulfilment strategy is the key to successfully unlocking the Indian market for ShaperLuv.

Best regards.

Deep Kanwar Singh  
(*Founder*)  
**DirectHaul Partners**  
**[www.directhaul.in](http://www.directhaul.in)**