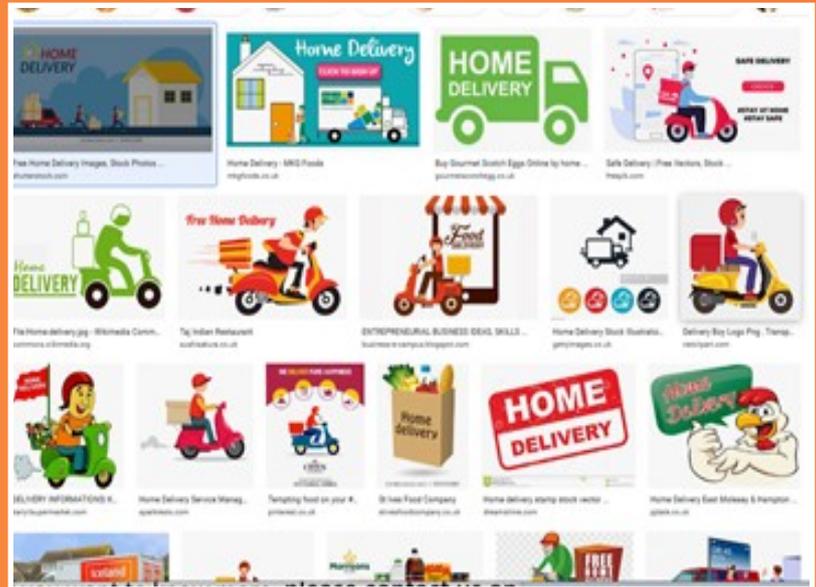


FoodLogik Home Deliveries

FOODLOGIK
FOOD SOFTWARE SOLUTIONS
A part of the Affinitus Group **AFFINITUS**
SOFTWARE SOLUTIONS

FL

Everybody's talking about Home Deliveries so we discuss whether it's here for the long term, if it's good for your businesses and what Foodlogik is doing about it.



The initial response of many bakers to government guidelines was to shut their shops! In fact most shops were then re-opened as it was quickly realized that demand had not gone away and it was possible to operate profitably, albeit with a lot of hard work, reduced staff and in spite of social distancing rules in the shop and the bakery. Part of the strategy was to reduce the product range – “back to basics” - which helped in reducing unit costs. Shops in housing estates are (perhaps not surprising) especially busy with many reporting much increased turnover, products such as loaves and rolls increasing volumes several times over.

Likewise, bakers with exposure to large retailers – Tesco, Asda, Scotmid and many others – found much of the slack taken up with vastly increased volumes for basic products. However for many bakers the reduced footfall made a big impact on retail sales so home delivery or “cash and collect” was used to replace some of the lost revenue. During the pandemic on-line shopping generally has accelerated even more and even if the peak has fallen back (as has been reported by some bakers) it is here to stay and in a big way. Customers, especially if elderly, have been driven by necessity to get to grips with the technology. Further evidence to support this can be found in the trade press, such as the Grocer Magazine (June 2020 edition) which mentions Ocado's future expansion plans including a £1 Bn investment, and concludes that most of the shift on-line is here to stay, and won't go away as shops gradually re-open.

Online ordering is now commonplace and home delivery is an expectation, be it grocery, clothing, garden plants or pizzas – why should local bakers be any different (as it was in times of yore)? So the questions are can it be profitable and **can you afford not to do it?**

FoodLogik Home Delivery

Anecdotal evidence and market surveys suggest that people are prepared to pay a premium for home deliveries, at the moment anyway. Combined with increased efficiencies in ordering and despatch this means it can definitely be a profitable option, so at Foodlogik we've enhanced several new features to our **Home Delivery Module** to make the process easy and straightforward.

- Set-price "Home Delivery Pack" e.g. Bakers Box, Variety Pack, Christmas Hampers, Buffet Platters or a Mixed Vegetable Box.
- Pack content customisable per order.
- Family pack allow you to "upsell" by charging for extras over and above the set pack.
- Works perfectly for buffets, where customers pay for extras such as drinks, cutlery condiments etc.
- Orders can be set as delivered or collect.
- Packing lists and invoice/delivery notes show the contents, with one price per pack.
- Round Packing Lists and Customer Array reports show the home address and contact details for temporary or "cash" customers.
- Integration with bakery websites and social networking software using our EDI module.

Foodlogik will continue to incorporate even more home-delivery features as standard as the future trend is clearly more of the same, probably with increasing product ranges as competition among bakers and grocers increases.

Foodlogik—Working with Bakers

Feedback from our users is what drives us along so let us know what you think and what else we can do to make your Home Delivery business a good experience for you and your customers.

For more information on Home Deliveries and Family Packs contact us:



01795 508750



sales@foodlogik.co.uk



www.foodlogik.co.uk

FOLLOW US ON  **twitter**

[@merit_tech](https://twitter.com/merit_tech)