

LAST MILE OFFER

Tip 1: What can and should I offer?

You want to supply your customers with fresh produce straight from your farm. We will give you some tips on how to put together your offers in a way that is as efficient and customer-friendly as possible. We would also be pleased to provide you with personalized advice.



Subscription or individual orders?

There is no right or wrong answer to this question. But this decision can have a major impact on your production, your expenses and operations as a producer. The two sales offers have the following advantages and disadvantages:

Subscription (Advantage/disadvantage)	Individual order (Advantage/disadvantage)
<p>A subscriptions-based structure gives you security in planning and in sales. You retain the customer for a certain amount of time through the subscription and can count on regular sales. You can reduce your expenditure through fixed order deadlines and delivery days.</p> <p>Interested customers do not always want to sign up immediately and on a long-term basis for a service. This is why it can be beneficial to offer potential customers a trial subscription.</p> <p>To make the subscriptions as appealing as possible, you can offer various types of subscription, such as according to the season or in various sizes (for families or single people).</p> <p>But keep in mind that all the products you offer in a subscription need to be available in the required volumes.</p>	<p>Customers can order the exact products they want from your range. There is no obligation on the part of the customer. However, this means that you do not have any planning security and cannot count on regular income.</p> <p>It is worth defining a minimum order value, a fixed order deadline and delivery days to enable you to service individual orders effectively and cost efficiently.</p> <p>It is highly likely that satisfied customers will come back and make further orders at regular intervals and perhaps even set up a subscription.</p> <p>But keep in mind that you need a sufficient quantity of all the products you offer.</p>

Full-year subscription or seasonal subscription?

To make this decision, ask yourself the following questions: Which products can I offer the whole year round? Can I offer interesting contents for the subscriptions in both summer and winter? If the answer to both questions is yes, it would be worth offering a whole-year subscription. If not, stick to seasonal subscriptions. Customers appreciate being able to purchase seasonal specialities such as asparagus or other special vegetable varieties. You can also offer a potato or egg subscription throughout the year.

Self-produced or bought-in?

The broader your offer, the more attractive it will be to potential customers. It is also important that you provide your customers with a clearly structured offer. The latest trends show that customers appreciate seasonal, sustainable products from their region – either in their original form or processed. Be creative and align your offer with products you manufacture or can buy in without major expense – such as products from a producer known by you.

Further questions?

Do you have any questions or input? Don't hesitate to contact us.

About the "Regional product delivery" service

The "Regional product delivery" service gives you, the producer, a new sales option for your local and seasonal goods. Swiss Post uses its dense logistics network to take charge of delivering the ordered goods directly to your customers. It's affordable, eco-friendly and direct.