



AACCS 2019 CONVENIENCE LEADERS SUMMIT

PETER JOWETT AWARD SUBMISSION

• • **CARLOS MAHECHA** • •

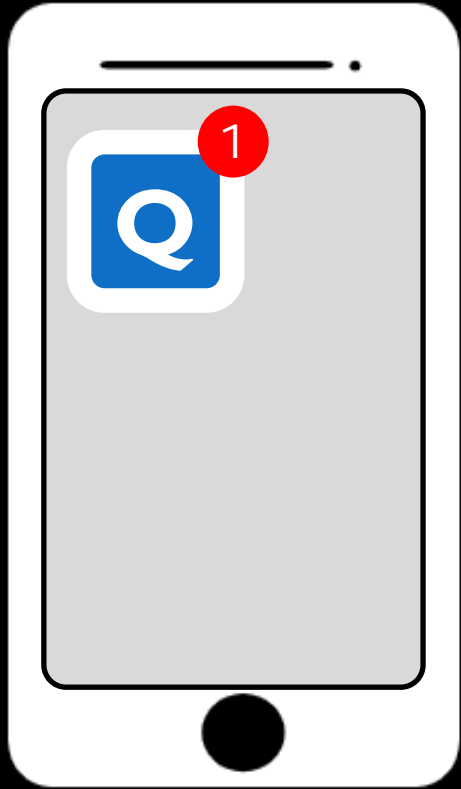
MEET MING



MEET MING



QUICKIE!



Anywhere

24 / 7

30 min

HOW DOES IT WORK?



**CONSUMER
NEED**

I NEED SOMETHING
ASAP



**CONVENIENCE
RETAILER**

QUICKIE!

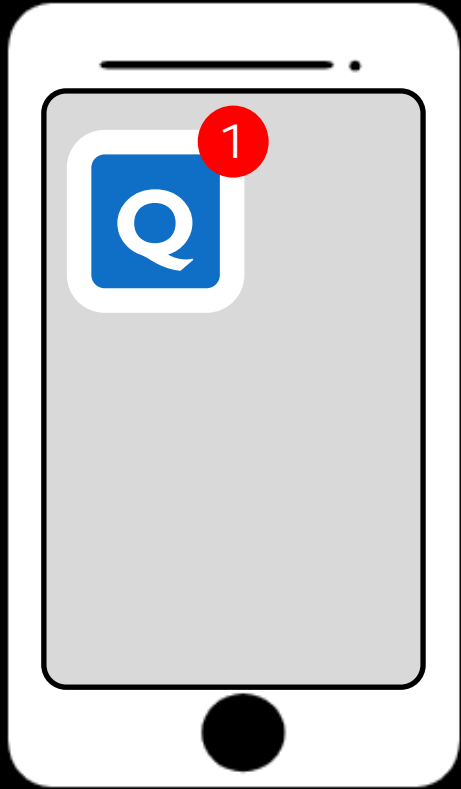


**DELIVERY
PARTNERS**

RIGHT AWAY!



QUICKIE!



Anywhere

24 / 7

30 min

OUR MARKET TODAY



\$8
BN



AUSTRALIAN ONLINE RETAIL MARKET



**\$24
BN**



FOCUS GROUP



**“Convenience to
me is being able
to do everything
I can’t do,
because I have a
9-5 job.””**

CONSUMER VOICE



ANISHA

28

years old

“When I’m home and I’m in a terrible mood, I feel like having some ice cream. But I can’t be bothered going to the supermarket or nearest 7-Eleven”

CONSUMER VOICE



GRANT

34

years old

“My baby sometimes wakes up in the **middle of the night** crying. If I am **out of baby Panadol**, good luck getting her back to sleep!”

SURVEYING THE MARKET



108



Demand



Products



Customer

IS THERE DEMAND?



50%
needed



78%
interested



95%
awareness

WHAT ARE THEY LOOKING FOR?



Toiletries

Snacks

Milk

Eggs

Alcohol

Drinks

Hot Food

Ice Cream

Coffee

Smokes



Toiletries

Nappies

Painkillers

Prescription

Skin Care

Vitamins

Make up

Cold/Flu meds

Nappies

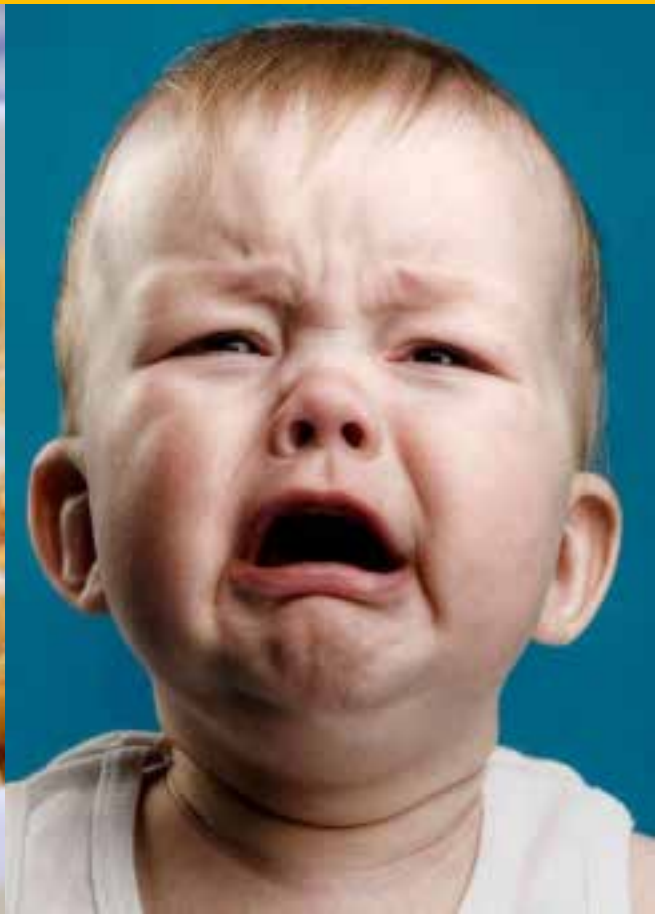
Female hygiene

WHAT ARE THEY LOOKING FOR?



LAST MINUTE ESSENTIALS

WHAT ARE THEY LOOKING FOR?



OUR TARGET MARKET



HIGH-FLYERS



\$20 - \$50

OUR TARGET MARKET



EARLY NESTERS



\$15 - \$35

OUR TARGET MARKET



FINDINGS & INSIGHTS



COMMERCIAL ANALYSIS



\$1 M + **\$350K** ▶ **36%**
INVESTMENT COSTS PY. RETURN



\$1M ▶ **4k** ▶ **11**
REVENUE CUSTOMERS PY ORDERS PD

COMMERCIAL ANALYSIS



1

ORDER PD



100

STORES

\$21M

REVENUE



COMMERCIAL ANALYSIS



10

ORDER PD



100

STORES

\$216M

REVENUE



COMMERCIAL ANALYSIS



10

ORDER PD



200

STORES

\$432M

REVENUE



COMMERCIAL ANALYSIS



10

ORDER PD



500

STORES

\$1BN

REVENUE



THIS IS JUST THE BEGINNING



THREE KEY ACTIONS



**Develop
Quickie!**



**Expand the
range**



**Market the
right consumers**







LAST MINUTE **ESSENTIALS**

• • **CARLOS MAHECHA** • •