

PROPOSAL AND MARKETING PLAN

SUPPORT LOCAL



WHAT IS NORTHUMBERLAND DELIVERS?

Northumberland Delivers was started by Teresa Berriman in the necessity of a Global economy and health crises to pivot her own two restaurants to survive the new and ever-changing landscape. The goal was to provide an online ordering platform and delivery for her restaurants. As the journey began, she realized that in the new world of **online shopping and delivery**, she could create a marketplace where any small business could have their own online business. A local Amazon and UberEats - a place where everyone in the surrounding areas could shop from the comfort of home or office, order, pay right online and have delivered all in one place. So the tag line was born.

DISCOVER * ORDER * DELIVER

Easy and convenient!

SUPPORT LOCAL! SHOP LOCAL!

Tip

Supporting local keeps money in the community

It creates jobs, partnerships, new ventures, helps put money back into community and projects. It creates moral and a place you want to call home.

DISCOVER *ORDER * DELIVER

WHY USE NORTHUMBERLAND DELIVERS?

Have you heard of Amazon? UberEats? Etsy? These are all Marketplaces. A Marketplace is a collective place where all business can be on a single platform with their own store. A place where a business can showcase their OWN products. A place where customers can come to DISCOVER, ORDER and have it DELIVERED right to their door with ease and security, all from one place. Each merchant has full control over their back office, including their product, prices, hours etc. Each Merchant has the support of Northumberland delivers every step of the way. A local business that can help and walk them through each step. We will visit and meet with each owner on a personal level, guide them though set up, help with marketing, and take the stress off of having to do an online store all on their own. We are a collective gathering hub for all local business. A place the consumer can browse their favorite store and discover new ones.

Give them a reason!

Everyone is already shopping online. Help them support you, by offering an easy place for

them to shop with you and have it delivered, all in one place.

(With a little help from Northumberland Delivers)

Note:

People are busy. They want to support local but if we do no make it easy and convenient they will gravitate toward business that make it the simplest.

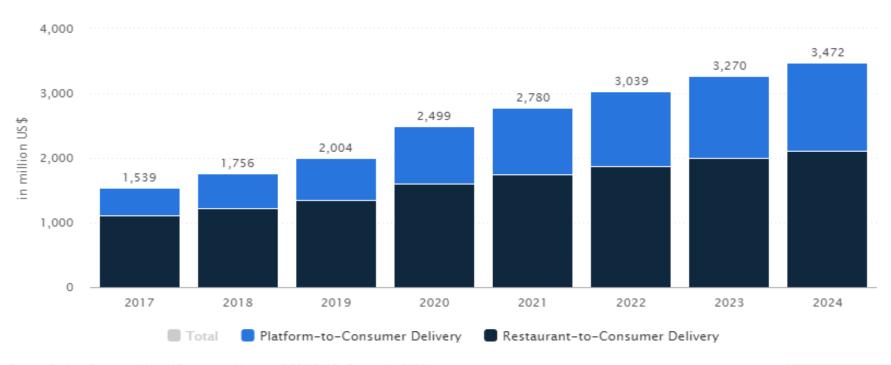


BENEFITS FOR RETAILERS

For the retailer, it is a place that your customers do not have to worry about parking, line ups, masks, socially distancing or when a retail store may close. It is a place for retail stores where customers can shop 24 hours a day for new shoes, or a new shirt and tie for work. What about pet food or any other supplies? Did your customers forget something for a birthday or a teacher gift? Do you need to order catering for the office? Sports gear, home décor, or accessories for a new outfit? The list goes on. No more customer excuses of time, parking, or the "Ohh I never think to come Downtown". We know more than ever that people shop on Amazon, Wish, even Walmart.ca. Why? Because it is easy, convenient, quick and delivered! Now you can offer the same thing **AND** do it locally. By giving them what they are already doing, shopping online.



Revenue Growth



Source: Statista (Forecast adjusted for expected impact of COVID-19), September 2020

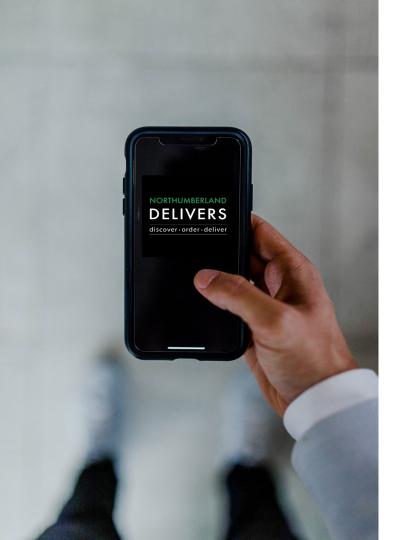
UNDERSTANDING EXPECTATIONS OF THE NEW CONSUMER. WHAT MATTERS **MOST TO PEOPLE?**





To strengthen their preparedness, retailers should focus on four factors critical to success and growth:

- Determine why they matter and how are they relevant
- Build a plan for growth
- Embrace technology and automation to better leverage growth in this new economy
- Look outside their four walls to embrace partnerships and collaboration



Increase in
Smartphones have
given a boost to
online food services

OUTLOOK

"Smartphone users are the primary online shoppers for the F&B industry and an increase in the number of smartphone users reflects a potential increase in online shopping for food and beverages. The world F&B ecommerce users reached 1.5 billion in 2019 and are expected to grow by 800 million, with an average of 25% y-o-y growth, by 2024"



^{*}TAKEN FROM BUSINESS WIRE

GIVEN THE RAPID CHANGES IN TECHNOLOGY AND EXPECTATIONS. CONSUMERS ARE GOING GLOBAL FOR SELECTION AND SPEED.



qiT

Make yourself relevant and accessible. Help simplify your customers life...



What does your customer want?

Convenience is a human-centered experience that provides people a sense of ease. Now the perception of convenience can range from "saves me time" to "meets all my needs in one place". What many people are looking for, is something that simplifies life while delivering a positive experience and it will make them feel good to support local if offered.

Instead of focusing on the act of purchasing products, they want to focus on the act of using them. That's what appears to really matter. So they can spend more time doing other things that are important them.

Online Shopping



NO RISK

NEWSPAPERS, RADIO,FB & IG. COST MONEY. NO WAY OF TRACKING NEW CUSTOMERS OR REPEAT SALES. IS IT WORKING?

SPECIALTY
PUBLICATIONS?
ONE ADD CAN
RUN \$800. WHAT
IS THE RETURN?

YOU ONLY PAY
WHEN YOU
SELL SOMETHING.
ALL LOGISTICS ARE
DONE FOR YOU!

REASONS

ONE STOP SHOP!

DISCOVER

ORDER

DELIVER

REACHES UP TO 25 KM FOR DELIVERY. SO MANY MORE CUSTOMER BASE PART OF A
BUSINESS
COMMUNITY WITH
ONE COMMON
GOAL TO REACH
NEW HEIGHTS

HOW CAN WE HELP?

