

CASE

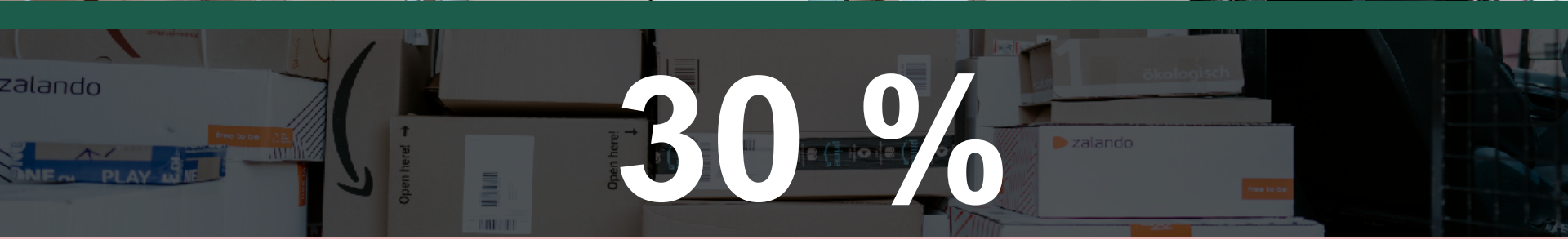
posti

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mosti^{le}





TEAM POSTI

01

REBECCA
SUTTON



ELLA
OKSALA




LOTTA
NURMINEN



ELLA
AHMAS



SAANA
SAMPIO



Posti is seeking growth especially within operations related to e-commerce, parcels and logistics, and is committed to eliminating their emissions completely by 2030.

01

post*i*

AGENDA

01

Intro

02

Methodology

03

Findings

04

Final Concept

05

Recommendations

RESEARCH QUESTIONS

02

What would be the best 2-3 actions that answer Posti's needs in terms of sustainability and business merit?

What can Posti learn from start-ups and other smaller companies and leverage in their sustainability efforts?



METHODOLOGY

02



RESEARCH



IDEATION



VALIDATION



- 1. Megatrends**
- 2. Competitor analysis**
- 3. Posti's publications**

MEGATRENDS

03

2020

SMART IS THE NEW GREEN

2010

E-COMMERCE
GREEN



Last-mile delivery

- Subscription model
- Parcel bundling

Reverse logistics

- Circular economy

Sustainable e-commerce

- circular economy
- decreasing last mile emissions



SMART IS THE NEW GREEN

03



**E-COMMERCE &
PARCEL DELIVERIES**



**EFFORTLESS
LOGISTICS
SERVICES**



LAST MILE

OUR SOLUTION: WEEKLY DELIVERY CONCEPT

04



*All parcels arrive
once a week*

OUR SOLUTION: WEEKLY DELIVERY CONCEPT

05



BUNDLING



SUBSCRIPTION

BENEFITS OF WEEKLY DELIVERY SOLUTION

05



SUSTAINABILITY



LAST MILE EMISSIONS



BUSINESS



PROFITABILITY



CONSUMER



CONVENIENCE



BUNDLING



SUBSCRIPTION



**REVERSE
LOGISTICS**

WEEKLY DELIVERY, WHAT'S NEXT?

05

1.

VALIDATE DEMAND

2.

IDENTIFY TARGET GROUPS

3.

PILOT THE SOLUTION

4.

COMMUNICATE IT



Contribution table

Name	Managing the project	Defining the scope	Research on Posti and megatrends	Research on competition	Idea creation and validation	Writing report	Creating presentation slides	Presenting the slides and preparing for it	Total contribution
Ella A	Minor contribution	Minor contribution		Average contribution	Major responsibility	Major responsibility	Minor contribution	Common responsibility	Average
Ella O	Major responsibility	Minor contribution		Major responsibility	Average contribution	Average contribution	Average contribution	Common responsibility	Average
Lotta	Minor contribution	Minor contribution	Major responsibility		Average contribution	Major responsibility	Minor contribution	Common responsibility	Average
Rebecca	Average contribution	Minor contribution	Average contribution	Average contribution	Average contribution	Major responsibility	Minor contribution	Common responsibility	Average
Saana	Average contribution	Minor contribution	Major responsibility		Major responsibility	Average contribution	Major responsibility	Common responsibility	Average