

## BUSINESS SERVICES

# DELIVERY TRANSPORT 'ARMS RACE' THREATENS TO LEAVE SMALLER BUSINESSES BEHIND

A delivery transport 'arms race' toward ever-shorter delivery times could drive more customers to the big players and leave smaller businesses behind, according to a logistics expert

Retailer Cue recently launched a three-hour delivery service throughout Australia. The Iconic also offers three-hour deliveries for Sydney and same-day to Melbourne metro. JB Hi-Fi and Harvey Norman offer same-day delivery, and Amazon offers one-day deliveries.

Promising these delivery times was unthinkable just a few years' ago, according to Walter Scremin, General Manager of national delivery transport solutions company, Ontime Delivery Solutions.

"The arms race towards ever-shorter delivery times has been sparked by Amazon but it potentially exposes other businesses who can't compete," Walter said.

"The message to all business who depend on parcel deliveries is that they can no longer rely on the old ways of doing things. Customers now expect more across the board."

Walter said this wasn't just a retail industry issue, all sectors including B2B have an opportunity to respond and become more efficient.

"There is an expectation that business should

innovate, be faster and more professional, no matter what the industry," Walter said.

"We're seeing it in industries such as auto parts, catering, building materials and other business-to-business sectors where there are opportunities to improve."

Many businesses may never be able to respond with the same velocity as the big retailers, but they can make a difference by offering better professionalism and customer service, says Walter.

"Speed is only part of the equation – business can go a long way by keeping customers informed, and delivering items in full, undamaged and on time," he said.

"Beware the cheaper delivery options when assessing your possibilities. Only specialised carriers with a proven track record of delivering in full, undamaged and on time should be considered."

The good news is that business, including SMEs, now have better access to tools which may



improve their product delivery. It's now possible to access technology, including vehicle and delivery tracking, and specialist delivery expertise without a huge up-front cost outlay.

"Any business can dramatically improve their delivery capabilities, but only by partnering with proven suppliers," Walter said.

"Excellent tracking technology is now affordable and available. Combined with flexible transport arrangements, any business can become more responsive.

"You may not have the resources of Amazon, but can remain competitive by working smarter, not harder."

For more from Ontime Delivery Solutions, visit [www.ontimegroup.com.au](http://www.ontimegroup.com.au)

## OLD IRON OPPORTUNITY

Opportunity exists for stockists and franchisees to get involved with a new range of products

The new product range – 'Old Iron' detailing and maintenance products – is said to be sweeping the car, bike and vehicle market.

The range includes metal polishes, paint polishes, leather care, degreasers, surface cleaners and protectants.

Those behind Old Iron say it is a full and complete range of preservation, restoration and detailing products developed and market tested over decades in the classic vehicle industry.

All of the products are said to be made from the finest quality ingredients available and are designed to be safe and environmentally friendly, utilising the natural properties of ingredients including lanolin, eucalyptus oil, citrus oil, bees wax and wood tannin.



Old Iron says all in its range is proven, and is either equal or better than anything else on the market.

It also has a full range of merchandise to accompany the products, and says it is very confident and excited to get others involved to join in with the success of launching this new range.

As such, the brand is looking for stockists and franchisees.

Old Iron is 100 percent all-Australian made and manufactured, with the third-generation Australian family business located in Altona, Victoria.

For more information, visit [www.oldiron.com.au](http://www.oldiron.com.au)