

FLOWARD FOCUS

NEWSLETTER

EDITION NO. 5

*THE ESSENCE OF
EXCELLENCE: INSIDE
FLOWARD'S LOGISTICS
MASTERY*





The Essence of Excellence: Inside Floward's Logistics Mastery

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INTRODUCTION

At Floward, we're not just about flowers; we're about delivering experiences. Our unique approach to logistics and delivery sets us apart in the e-commerce landscape. This issue takes you behind the scenes of our logistical operations, revealing how we maintain excellence from farm to doorstep.

OUR UNIQUE SELLING PROPOSITION (USP)

Unlike many competitors, Floward prides itself on an in-house logistics model. Our fleet of vehicles and dedicated drivers ensure that each delivery is a personal affair, reflecting our commitment to unparalleled customer experience. This approach, coupled with strict quality controls at our partner farms, ensures that every bouquet is a masterpiece of freshness and beauty.

FROM SOURCING TO DELIVERY: OUR LOGISTICAL JOURNEY

Our flowers begin their journey at fair-trade certified farms across the globe - from Colombia to the Netherlands, South Africa to Thailand.

We ensure that these blooms, handpicked for their quality, travel no longer than 72 hours from farm to our warehouses, preserving their pristine condition. Our local teams meticulously prepare these flowers, ensuring they're at the peak of freshness when arranged into stunning bouquets for our customers.

NAVIGATING LOGISTICAL CHALLENGES

Our region presents unique challenges, from extreme climates to diverse regulatory landscapes. Our response? Tailored logistics for each country. We work closely with reliable partners and use direct flights to ensure rapid, efficient transport. This localized approach not only overcomes geographical hurdles but also respects each nation's distinct regulatory framework.

INNOVATIVE SOLUTIONS FOR PEAK EFFICIENCY

Floward's technological edge comes from our advanced Driver App, enhancing both customer experience and internal operations. This tool offers precise delivery tracking and valuable data insights, streamlining our logistics and elevating customer satisfaction.

ENSURING UNMATCHED FRESHNESS

Our commitment to freshness is uncompromising. Temperature-controlled vehicles, vacuum cooling, thermal packs, and dry ice during summer are just some of the measures we take. Each step of the journey, from airport to final delivery, includes rigorous temperature checks, ensuring that our flowers remain vibrant and fresh.

MANAGING HIGH DEMAND PERIODS

Forecasting and planning are crucial, especially during peak periods. By coordinating with our farms and logistics partners well in advance, we ensure a seamless supply chain that can meet increased demand without compromising on quality or timeliness.

CUSTOMER SATISFACTION: OUR TRUE NORTH

Our logistics aren't just efficient; they're impactful. With a 95% on-time delivery rate and a customer satisfaction score of 4.7, our logistics model has been the cornerstone of our growth and reputation. Every timely delivery and every perfect bouquet underscore our dedication to delighting our customers.

OUR ONGOING JOURNEY TO EXCELLENCE

Looking ahead, we're committed to further refining our operations. Collaborations with top-tier aircraft carriers and prioritizing direct flights are just a few initiatives on the horizon, ensuring that Floward remains synonymous with logistical excellence.

CONCLUSION

At Floward, logistics is more than just a process; it's a passion. Every step of our logistic chain is infused with dedication, aiming to bring not just flowers, but joy and beauty into the lives of our customers.