

Asses your readiness for rapid delivery



Rapid delivery can create commercial value, but only when [customer demand](#), [relevant use cases](#), [pricing](#), [delivery economics](#) and [reach](#) align.

Use this checklist to identify where your business already has the conditions for rapid delivery. **The more conditions that apply to your business, the stronger the case for exploring or scaling rapid delivery**

Function	Questions to asses	Yes	Partly	No
 Customer demand	Is ecommerce one of our primary sales channels?			
	Do we already see meaningful demand for next-day or premium delivery options?			
	Do customers show a preference for speed or convenience?			
 Use Case	Do our products lend themselves to convenience, urgency, impulse or high-excitement moments?			
	Could faster fulfilment prevent customers buying elsewhere?			
 Customer economics	Can a delivery partner provide rapid services at a cost-to-serve that gives us pricing flexibility?			
	Is our current AOV high enough to support the delivery cost?			
	Could thresholds, subscriptions or selective subsidy make the proposition more accessible?			
 Reach	Can rapid delivery reach a meaningful proportion of our priority customers?			
	Are a high proportion of our customers located in or near urban locations?			