

Metro Africa Xpress (www.max.ng)

BUSINESS DESCRIPTION:

The customer buys online and MAX offers fastest delivery service in Africa



Save Money

MAX gives you access to world-class technology, marketing support and a large customer base at unbeatable rates.



Achieve Speed

MAX delivers your packages at lightning speed. For restaurants, we can deliver within 30 minutes.



Deliver Quality

MAX provides well trained drivers to deliver your packages. You can also track orders from take-off to delivery.

Make a Request

Make a pickup request via the MAX website or the MAX mobile app.

Make a request



Champion Picks up Package

Once the order is packed and ready, it is picked up by a MAX champion and starts the journey to its destination.

Make a request

Champion Delivers Quality

The package gets delivered speedily in top shape. Instant delivery!

Make a request



Business Model and value proposition

Customer	Value Proposition	Competitive Strategy	Position in the value network	Internal organization and capabilities	Logic of revenue generation
<ol style="list-style-type: none"> 1. Restaurants, grocery stores, retail shops. 2. Online shoppers 	<ol style="list-style-type: none"> 1. Efficient delivery service. Less than 3 hours@ 2. Saving the hassle on Lagos traffic 3. Receive at your convenience 4. Businesses can view market trends 5. Cash on delivery when online banking isn't available 6. Geo tracking of parcels 7. 200% revenue increase compared to other opportunities, benefits 	<ol style="list-style-type: none"> 1. First in the market 2. Analytical DATA to asses market trends 3. Customized standard boxes 4. Batch wise delivery 5. Algorithm for nearest driver and best routes. 6. Pricing based on sizing 7. 70% permanent employees and 30% crowdsourced 	<ol style="list-style-type: none"> 1. Last mile delivery 	<ol style="list-style-type: none"> 1. Network of "champions" to deliver products 2. API based web services available for businesses 3. Consumer app, driver app, fully functional web portal and console 4. Geotracking of parcels 	<ol style="list-style-type: none"> 1. 50% delivery charges go to MAX 2. Revenue generation on cash processing commissions.

How to become a “champion”

- Give details in the app
- Own a motorcycle 220 cc plus and posses vehicle documents
- Own a drivers licence
- Undergo a scrutinization process
- Undergo training
- Receive 50-60% commission on delivery

Become a Champion
Know Lagos well? Get good pay, Be independent

Name

Phone Number

Do you have experience riding motorcycles?

Yes
 No

Motorcycle Size?

less than 200cc
 200cc and above
 Not Applicable

How did you hear about MAX?


Facebook
 Twitter
 Flier
 Friend

Submit

How to register your business

- MAX is based on both B2C and P2P markets
- Companies request for an API and then when a customer makes an order they log in and place delivery details!
- Over a 100 businesses registered since its launch in 2015

Your Business + Our Champions + Our Technology
Fast and Easy. Done within 3 Hours.




Reduce Costs
Increase Profits

Maximize marketing and technology investments. Partner with MAX, we've got you covered

Build MAX into your systems

Integrate MAX into your existing systems and let us do the rest.

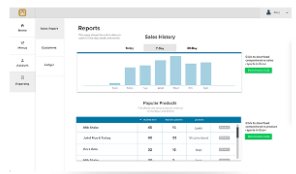
Request Access



Manage it all and take control

Manage your business with ease and watch it grow. Track progress, understand your customer data and meet your targets.

Request Access



Request API Access

Name

Contact Name

Contact Email

Contact Phone

Cancel Submit

MAX

Progress

Step 1 Step 2 Step 3

Enter Package Details

Description: e.g. Android tablet

Service: Same Day

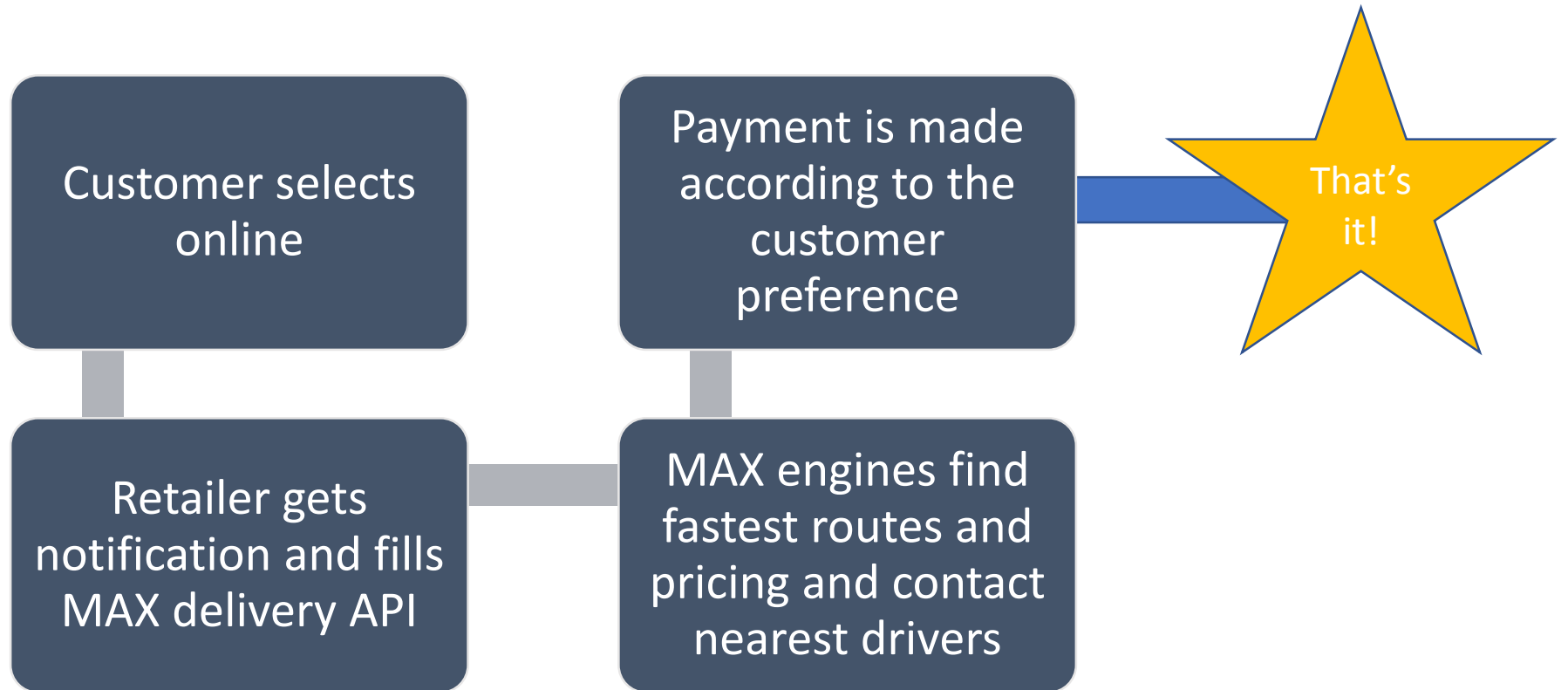
Value in Naira of Package: e.g. 2000

Pickup Window: Dec 07 Mon, 08:00 - 09:00 am

SMALL MEDIUM LARGE

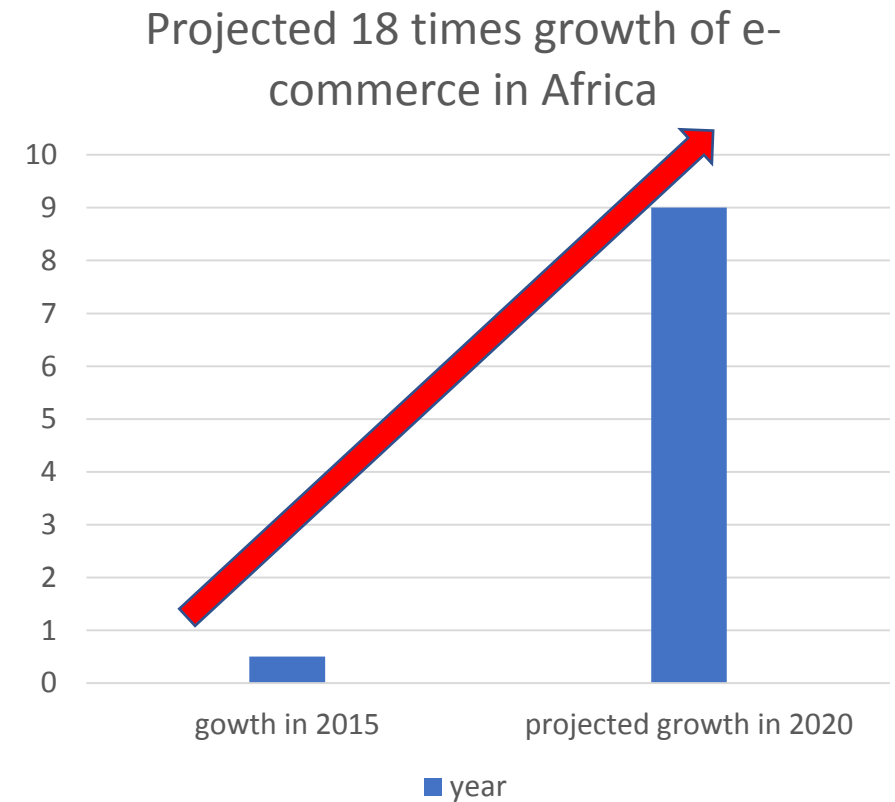
Package size required, please select above

The supply chain



Market Response and Business Performance

- 20x growth in the first three months
- Started of as crowdsourced delivery for retailers and now expanded to restaurants and peer to peer deliveries
- Moving towards other parts in Africa other than lagos!



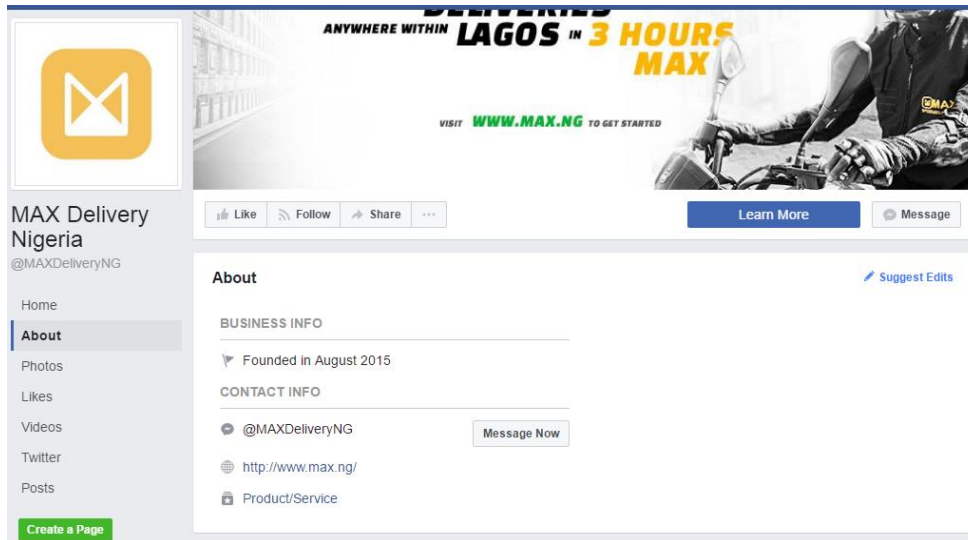
Social Media Presence



Active Since August 2015
7603 followers



1622 followers



Facebook profile page for MAX Delivery Nigeria (@MAXDeliveryNG). The profile picture is a yellow envelope icon. The cover photo features a delivery person on a motorcycle with the text: "DELIVERIES ANYWHERE WITHIN LAGOS IN 3 HOURS MAX" and "VISIT WWW.MAX.NG TO GET STARTED". The page includes an "About" section with business and contact information.

MAX Delivery Nigeria
@MAXDeliveryNG

Home
About
Photos
Likes
Videos
Twitter
Posts
Create a Page

DELIVERIES ANYWHERE WITHIN LAGOS IN 3 HOURS MAX
VISIT WWW.MAX.NG TO GET STARTED

Like Follow Share ... Learn More Message

About Suggest Edits

BUSINESS INFO

Founded in August 2015

CONTACT INFO

@MAXDeliveryNG Message Now

<http://www.max.ng/>

Product/Service



Twitter profile page for MAX Delivery Nigeria (@MAXDeliveryNG). The profile picture is a yellow envelope icon. The cover photo features a delivery person on a motorcycle with the text: "MAKE 'SHARP SHARP' DELIVERIES ANYWHERE WITHIN LAGOS IN 3 HOURS MAX" and "VISIT WWW.MAX.NG". The page includes a bio, a tweet, and a "New to Twitter?" sign-up prompt.

MAKE 'SHARP SHARP' DELIVERIES ANYWHERE WITHIN LAGOS IN 3 HOURS MAX
VISIT WWW.MAX.NG

TWEETS 1,578 FOLLOWING 256 FOLLOWERS 1,356 LIKES 1,622 MOMENTS 1 Follow

MAX Delivery Nigeria
@MAXDeliveryNG

MAX provides unbeatable 3 Hour Pickup and Deliveries in Lagos! Let's hear from you; Call us - 09082027358 or Place an Order Today

LAGOS, NIGERIA

Tweets Tweets & replies Media

MAX Delivery Nigeria Retweeted
MAX Delivery Nigeria @MAXDeliveryNG · Jan 5
Don't want to lose 2 of every 4 customers? Get started with MAX today!
Visit max.ng/business
info@max.ng

New to Twitter?
Sign up now to get your own personalized timeline!
Sign up



References

1. http://inclusive.growthlab.cid.harvard.edu/files/movingdevelopment/files/adetayo_bamiduro.pdf
2. <https://techcrunch.com/video/max-delivers-satisfaction/519313897/>
3. www.max.ng