# SendMyPacket



**BUSINESS DESCRIPTION:**

Send packages or documents internationally via a willing traveler

## THE SMARTEST WAY TO SEND MY PACKET

# Business Model

| Customers | Value Proposition | Competitive Strategy | Position in the value network | Internal organization and capabilities | Logic of revenue generation |
|---|---|---|---|---|---|
| 1. Global customer base<br>2. International travelers | 1.Have any item (package, document, local product) delivered from another country by traveler<br>2. Connect with people in your travels | 1.Have anything delivered internationally<br>2. Personalized delivery experience<br>3. Ease of access, simplicity of searching and connecting | Last mile delivery. | 1.Ads posted for items needing delivery<br>2. Currently no app | 1.No revenue<br>2.Transactions are completely handled by the courier and sender |

# Business Model

***Offer****:* International

***Couriers****:* Go to the website or Facebook page and manually search to see if any ads have been posted for an item to be delivered from the city of origin to the city of destination. Post that you are traveling and are will to carry certain types of items (document, package).

***Senders Recipients****:* Post ads on the website or Facebook page giving details about package or document that needs delivery, providing pertinent details about the item

## Description

**Means of transport** : Air
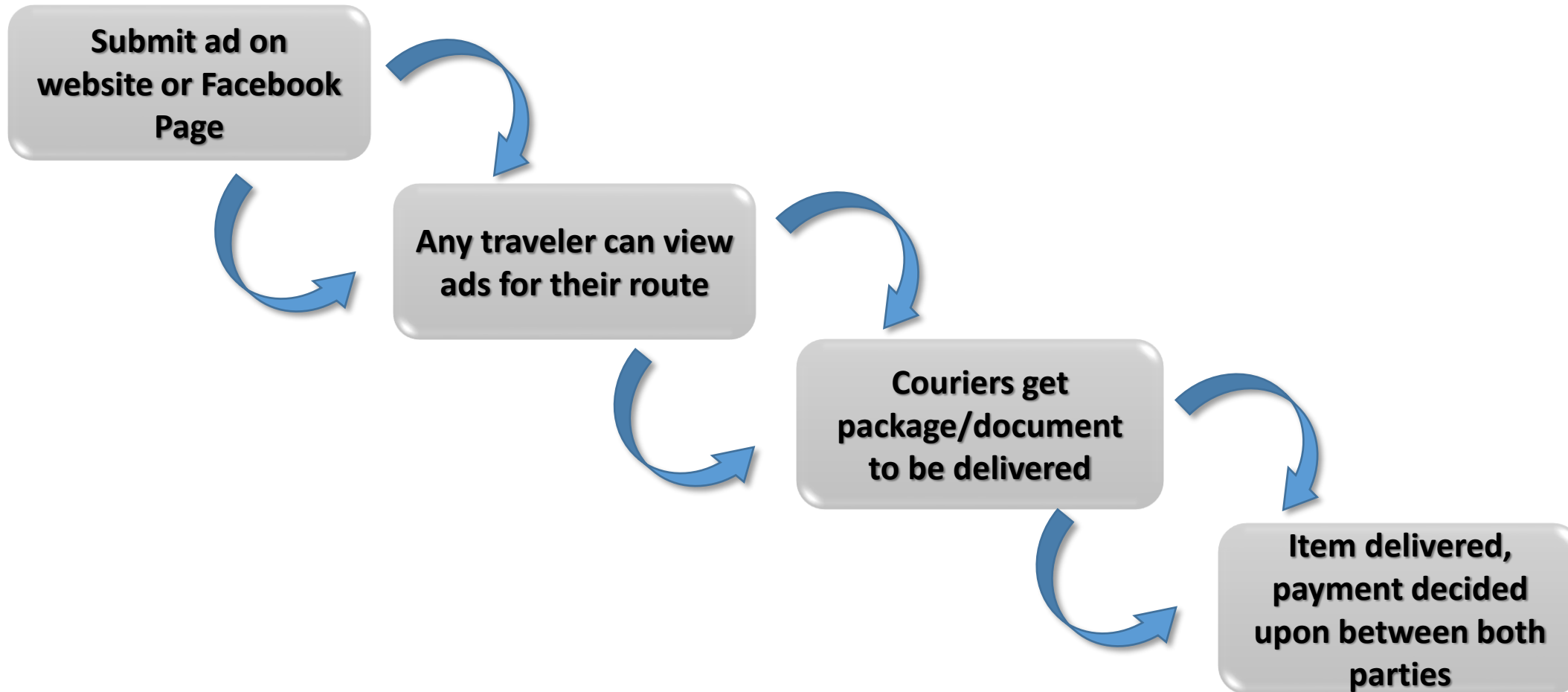**Departure City** : Cork
**Departure Date** : 28-03-2016
**Destination city** : London
**Arrival Date** : 28-04-2016
**Weight** : 2.00 kg
**Proposed price / kg** : 200.00 €

# Supply Chain

**Submit ad on website or Facebook Page**

**Any traveler can view ads for their route**

**Couriers get package/document to be delivered**

**Item delivered, payment decided upon between both parties**

# How to Join

* Required field

Name: *

Username: *

gender * Choose your gender he ▾

Your country * Choose your country h ▾

Your city (optional)

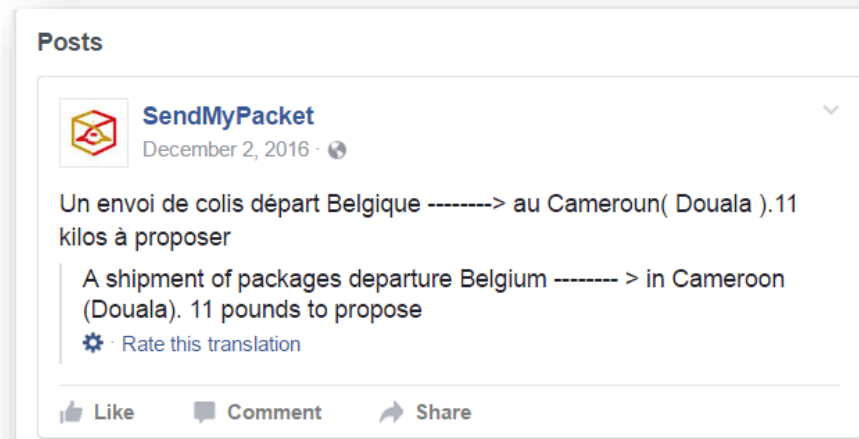Your destination preferee (optional) Choose your country h ▾

Password *

confirmation *

E-mail address: *

Sign up with minimal personal information to gain ability to post ads for items or contact other users

Direct message through Facebook to have ad posted on the Facebook page

Posts

**SendMyPacket**
December 2, 2016 · 🌐

Un envoi de colis départ Belgique --------> au Cameroun( Douala ).11 kilos à proposer

A shipment of packages departure Belgium -------- > in Cameroon (Douala). 11 pounds to propose

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# References

1. http://www.sendmypacket.com/
2. https://www.facebook.com/SendMyPacket-1636475026566194/