

# Online Groceries...

## In heel Nederland gratis bezorgd

No Code FEstival, 14 March 2019





# STOCKON AT A GLANCE

Online grocery delivery from producer to consumer

## INTRODUCTION



**Rene Hansen**  
**Managing**  
**Director**  
**CPO**

Former Amazon,  
Teva, UCB,  
Philips and a  
variety of  
start-ups



**Benjamin**  
**Verdoorn**  
**Co-founder /**  
**Product-owner**

Former PostNL  
new business  
manager





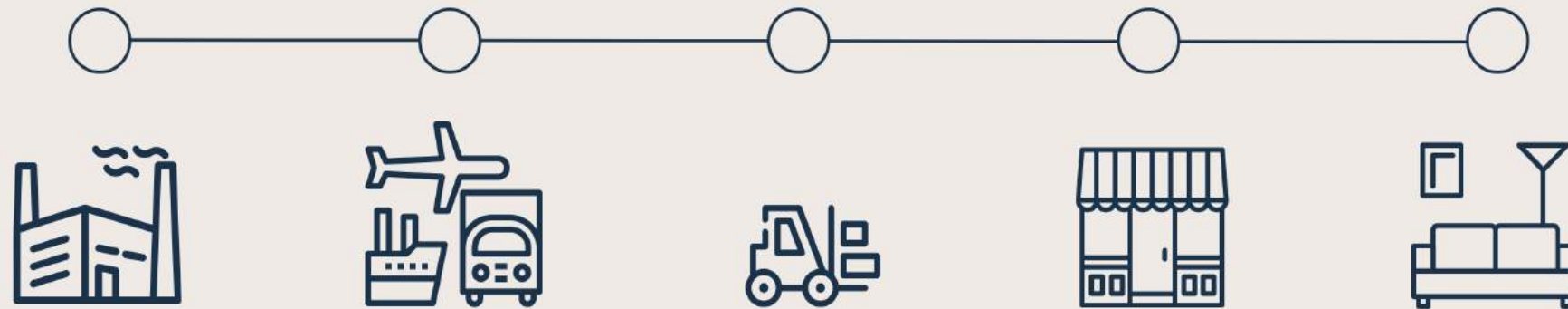
**Producenten**

**Transport**

**Distributeur**

**Supermarkt**

**Consument**



Producenten

Stockon

Consument





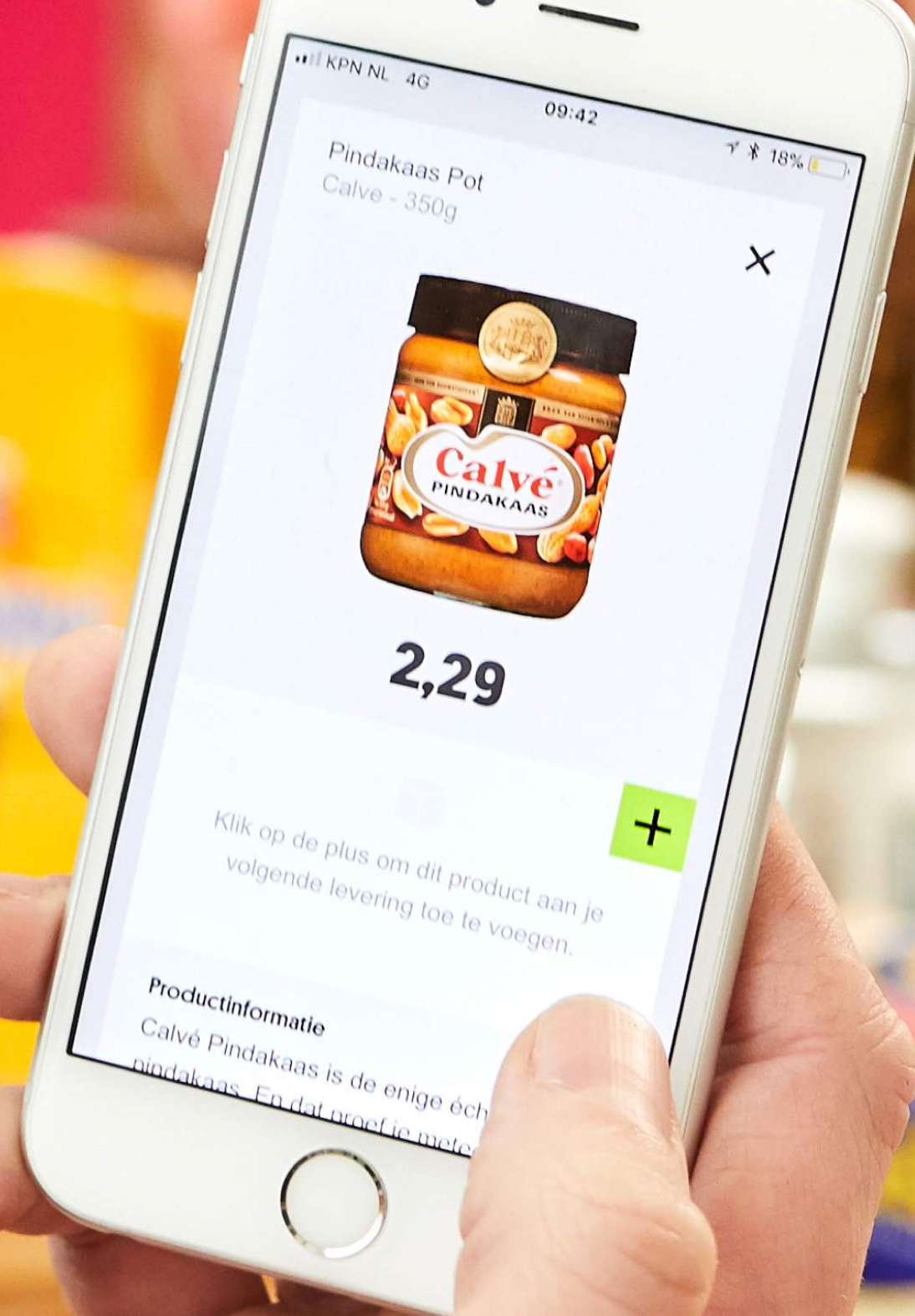
# MVP OUR FULL OPERATIONAL MODEL

Welcome to the no-code era, Stockon

Empowering every human to achieve their goals,  
without being constrained by technology.

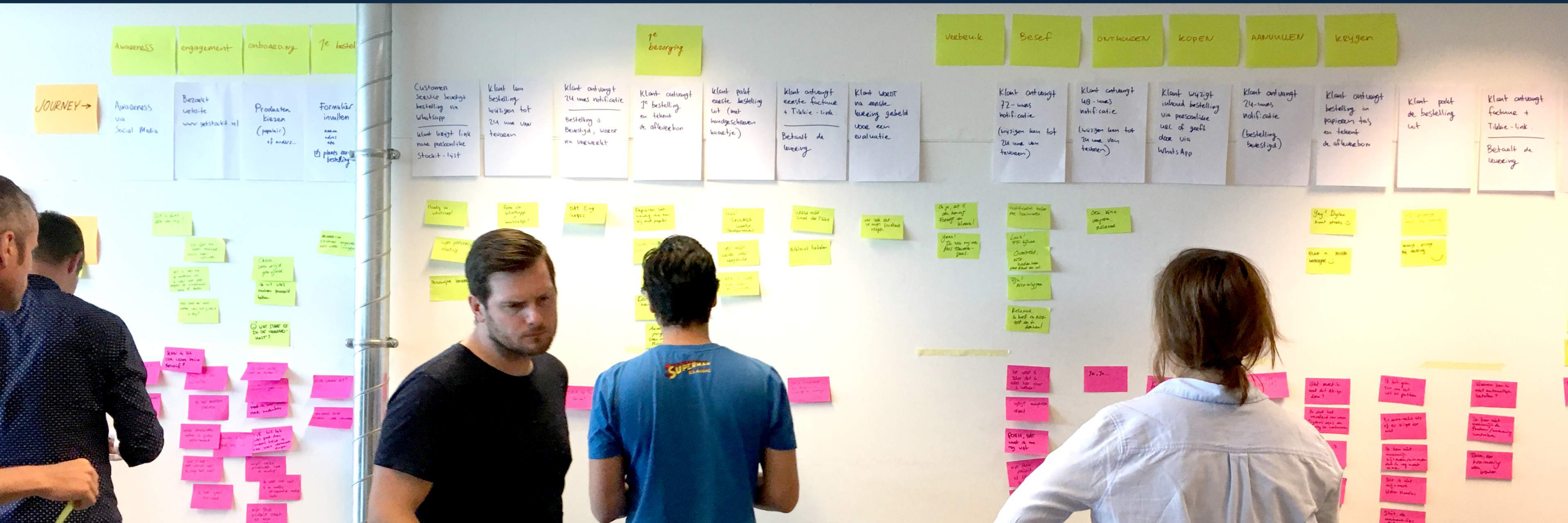








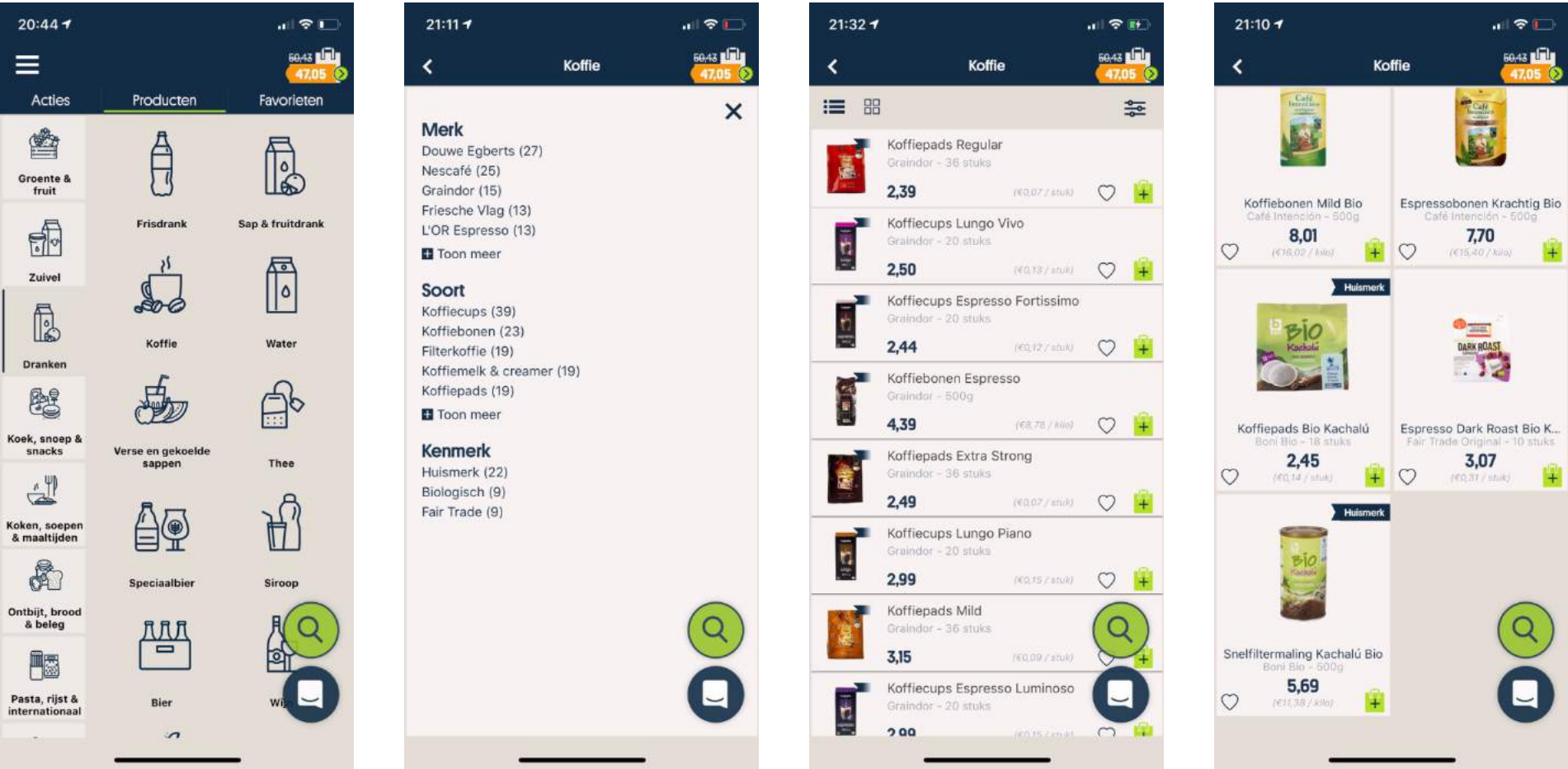
# WE BUILD IN WEEKS WHAT OTHERS DO IN MONTHS





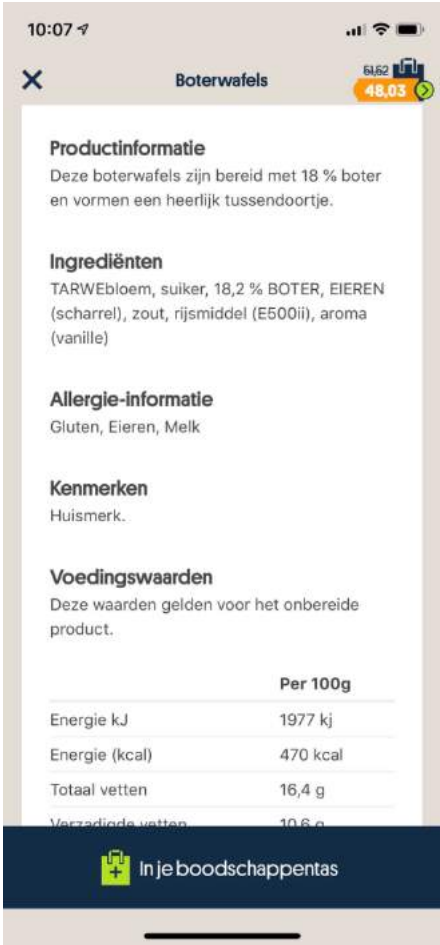
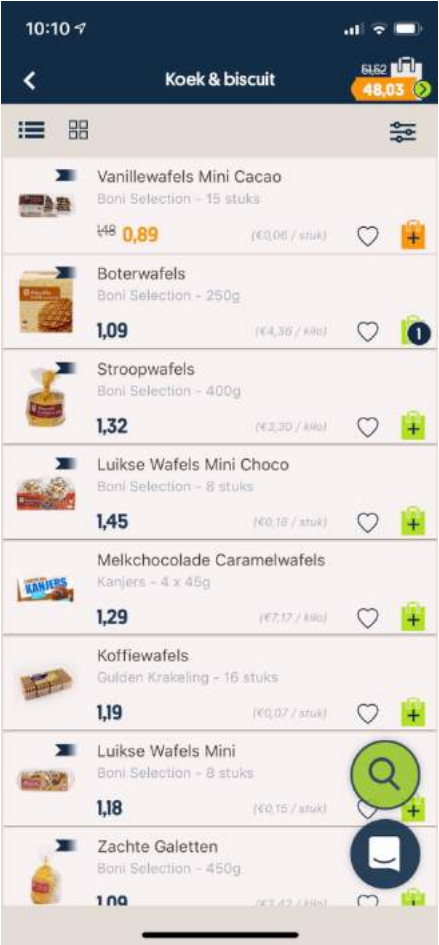
# EXTENDED BROWSE, SEARCH FILTER POSSIBILITIES

Showing prices per units of all products





# DISPLAYING PRODUCT INFO, INGREDIENTS, ALLERGENS AND NUTRITIONAL VALUES



# PRODUCT INFORMATION MANAGEMENT

Stockon

+ Nieuw

Import

< Sluit

1. CUSTOMERS

2. PRODUCTS

★ Products

₿ Brands

🏭 Producers

3. ORDERS / INVOICES

4. DASHBOARD

5. SUPPLIERS

6. STOCK

7. PRICING

8. PRODUCER PORTAL

9. FINANCE

91. PRODUCT IMPORT

96. MAIL EXAMPLES

97. BUSINESS RULES

98. IMPORT / EXPORT

99. STANDARD DATA

995. CREDIT RATINGS

999. HEALTH

ID ▲

Brand

9460 Boni Selection

Product

Product ID

9460

Category

Ontbijt, brood & beleg

Subcategory

Afbakbrood

Product type

Broodjes

Brand

Boni Selection

Name

Kaiser Broodjes


Short description

Deze 6 keizerbroodjes zijn voorgebakken. Nog enkele minuutjes afbakken in de oven en ze zijn klaar.

EAN CE

05400141126525

Actual image



B Brand: Boni Selection

🔥 Labels

1

+

🖼 Images

3

+

☑ Nutritional values

7

+

📈 Pricewatch

26

+

📈 Price changes

10

+

⚙ Category rankings

0

+

📊 Actuals: 444

📊 Virtual: 300

📦 Stock counts

2037

+

🔄 Stock mutations

2715

+

€ Supplier / Price

1

+

€ VVP Price

3

+

≡ Orderlines

2810

+

📋 Replenishment orderline

38

+

📄 Export document: PRD2018111...

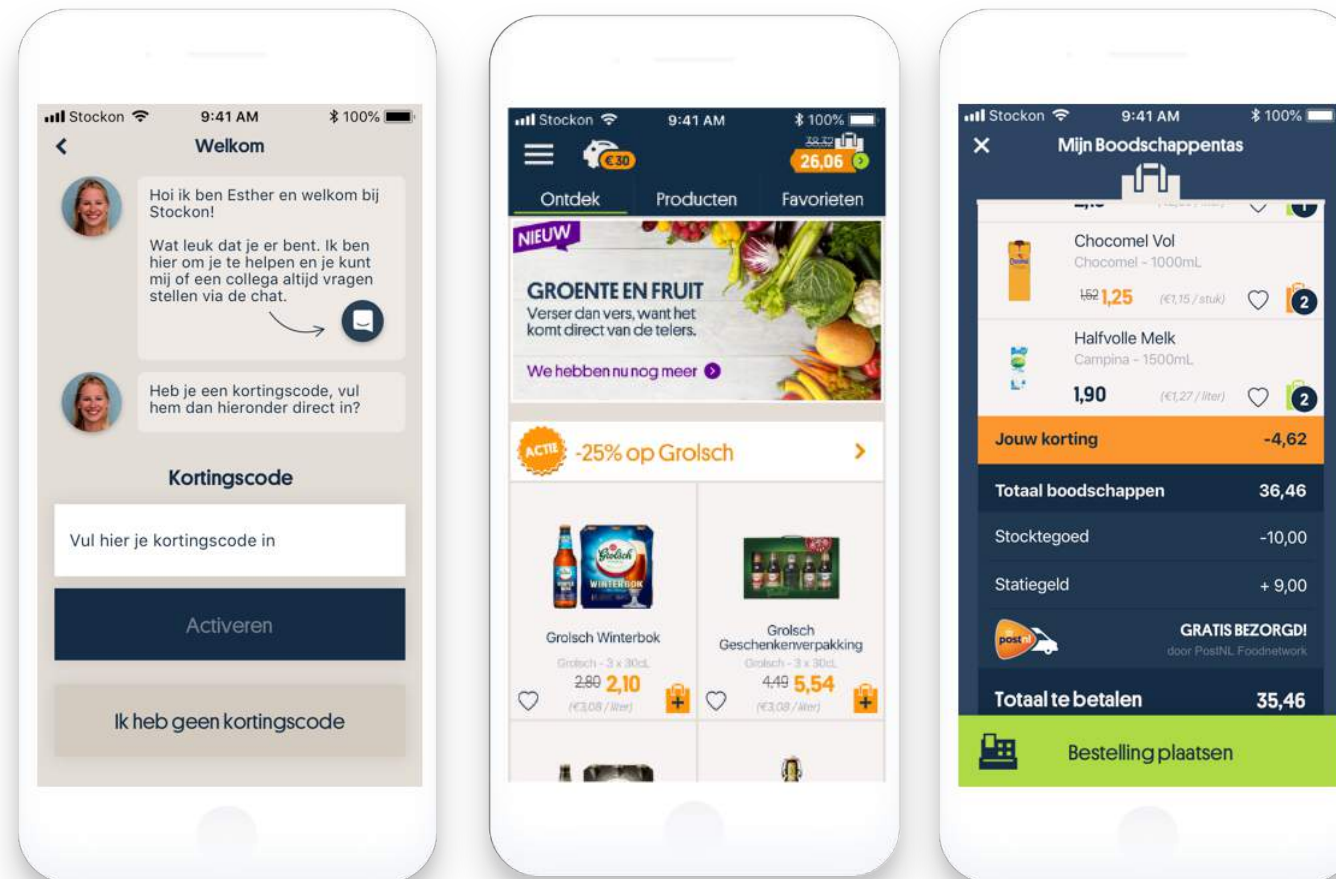
[WMS] > Sync produc

Uitvoe

Aangepast 7 dagen geleden

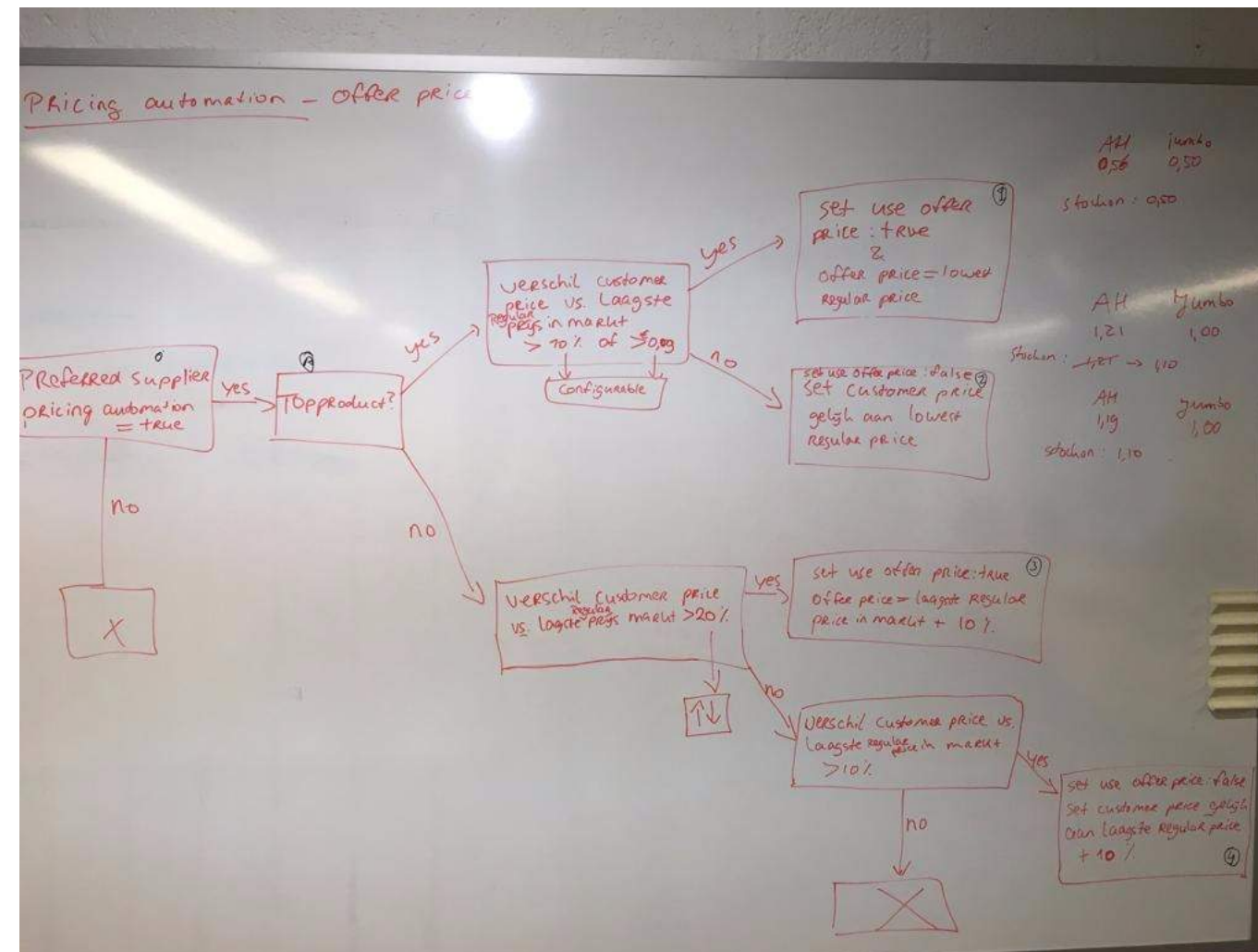


# VARIETY OF PROMOTIONAL MECHANISMS



- Vouchers for customer acquisitions - “Stocktegoed”
- Discounts based on automated pricing rules - “top products” - for price perception
- Variety of promo’s for impulse buying

# DYNAMIC PRICING RULES AND PROCESSES





# PRICING OVER TIME

Stockon

+ Nieuw

< Sluit

1. CUSTOMERS

2. PRODUCTS

★ Products

₪ Brands

🏭 Producers

3. ORDERS / INVOICES

4. DASHBOARD

5. SUPPLIERS

6. STOCK

7. PRICING

8. PRODUCER PORTAL

9. FINANCE

91. PRODUCT IMPORT

96. MAIL EXAMPLES

97. BUSINESS RULES

98. IMPORT / EXPORT

99. STANDARD DATA

995. CREDIT RATINGS

ID

9460

Product

Product ID 9460

Category Ontbijt, brood & beleg

Subcategory Afbakbrood

Product type Broodjes

Brand Boni Selection

Name Kaiser Broodjes

Short description Deze 6 keizerbroodjes zijn klaar.

EAN CE 05400141126525

Actual image

< Sluit

+ Nieuw

Pricewatch

🔍

Year	Week numb...	Stockon	Stockon prom...	AH regular	Jumbo regular	Picnic regul...	Plus regulier ...	AH prom...
2019	6	€ 0.74		€ 0.75	€ 0.75	€ 0.75		
2019	5	€ 0.74		€ 0.75	€ 0.75	€ 0.75		
2019	4	€ 0.74		€ 0.75	€ 0.74	€ 0.74		
2019	3	€ 0.74		€ 0.75	€ 0.74	€ 0.74		
2019	1	€ 0.74		€ 0.74	€ 0.74	€ 0.75		
2018	52	€ 0.74		€ 0.74	€ 0.74	€ 0.74		
2018	51	€ 0.74		€ 0.74	€ 0.74	€ 0.74		
2018	50	€ 0.74		€ 0.74	€ 0.74	€ 0.74		
2018	49	€ 0.74		€ 0.74	€ 0.74	€ 0.74		
2018	48	€ 0.74		€ 0.74	€ 0.74	€ 0.74		
2018	47	€ 0.74		€ 0.74	€ 0.74	€ 0.74		
2018	46	€ 0.74		€ 0.74	€ 0.74	€ 0.74		
2018	45	€ 0.74		€ 0.74	€ 0.74	€ 0.74		
2018	44	€ 0.74		€ 0.74	€ 0.74	€ 0.74		
2018	43	€ 0.74		€ 0.74	€ 0.74	€ 0.74		
2018	42	€ 0.74		€ 0.74	€ 0.74	€ 0.74		

26 productpricewatches | Vernieuwen

# AUTOMATED PRICING

< Sluit

381506

Product data

Product ID

9460

EAN CE

5400141126525

Brand

Boni Selection

Product

Kaiser Broodjes

Year

2019

Week number

6

Stockon price

Stockon price

€ 0,74

Previous Stockon price (inc. offer price)

€ 0,74

Price change % this week

0.00

Matches

AH regulier

€ 0,75

AH weight

1.50

AH url

<https://www.ah.nl/producten/product/wi59724/ah-kaiser-broodjes>

Jumbo regulier

€ 0,75

Jumbo weight

1.50

Jumbo url

<http://www.jumbo.com/jumbo-kaiserbroodjes-4-stuks-allerslimste-koop-200g/188501PAK/>


Picnic regulier

€ 0,75

Alle afdelingen

Zoek producten

< Terug | Alles van AH >



AH Kaiser broodjes


Prijs per KG €2,50  
4 stuks

0.<sup>50</sup>

Voeg toe +

Krokante broodjes volgens Traditioneel Duits recept


- volgens Duits recept met Rogge
- 4x50g



Jumbo Kaiserbroodjes 4 Stuks Allerslimste Koop 200g

0.<sup>50</sup>

+ 1 +



G'woon afbak kaiserbroodjes

4 stuks (€2.50/kg)

3<sup>e</sup> voor 0.<sup>50</sup> 0.<sup>40</sup>

Gluten

Voedingswaarde

- 2 +





**STOCK  
ON**

Nooit meer zonder.

**STOCK  
ON**



# NEW FRESH DC INTEGRATED IN WEEKS INSTEAD OF MONTHS

First dc fully integrated in 2 weeks









# REAL TIME STOCK LEVELS

Actual stock & virtual stock +1 / +7 days




+ Nieuw





Product Virtual [gefilterd]: [Nieuw]

Alles	NOT Deleted								
<input type="checkbox"/> Product ▲	actual	prepaid	recur	repl at	repl	repl_d1 ...	virt d1	repl_d4 ...	virt d4
<input type="checkbox"/> 9451	13	1		20-02-2019	1	0	12	0	12
<input type="checkbox"/> 9452	27	1		20-02-2019	7	0	26	0	26
<input type="checkbox"/> 9453	45	7					38		38
<input type="checkbox"/> 9454	16	0	0			0	16	0	16
<input type="checkbox"/> 9456	266	4					262		262
<input type="checkbox"/> 9457	143	1					142		142
<input type="checkbox"/> 9458	203	3		20-02-2019	132	0	200	0	200
<input type="checkbox"/> 9459	176	2		20-02-2019	120	0	174	0	174
<input type="checkbox"/> 9460	444	15		20-02-2019	36	0	429	0	429
<input type="checkbox"/> 9461	112	3		13-02-2019	22	0	109	0	109
<input type="checkbox"/> 9462	48	3		20-02-2019	24	0	45	0	45
<input type="checkbox"/> 9465	27	1		20-02-2019	14	0	26	0	26
<input type="checkbox"/> 9466	32	1					31		31
<input type="checkbox"/> 9467	87	2		06-02-2019	48	0	85	0	85
<input type="checkbox"/> 9468	26	1					25		25
<input type="checkbox"/> 9469	153	1		20-02-2019	72	0	152	0	152
<input type="checkbox"/> 9470	26	2		13-02-2019	14	0	24	0	24










Jouw gesprekken Zie alles




Esther

2 uur geleden

Nieuwe aanbiedingen voor Black Fri...

Start een gesprek

Bekijk eerst de veelgestelde vragen



Veelgestelde vragen

Hoe snel kan ik mijn eerste levering inplannen? En hoe zit het eigenlijk met betalen? We hebben deze en andere veelgestelde vragen voor je op een rijtje gezet.





**Ambitieuze groei in klantaantallen.**

















**Nooit meer zonder.**

