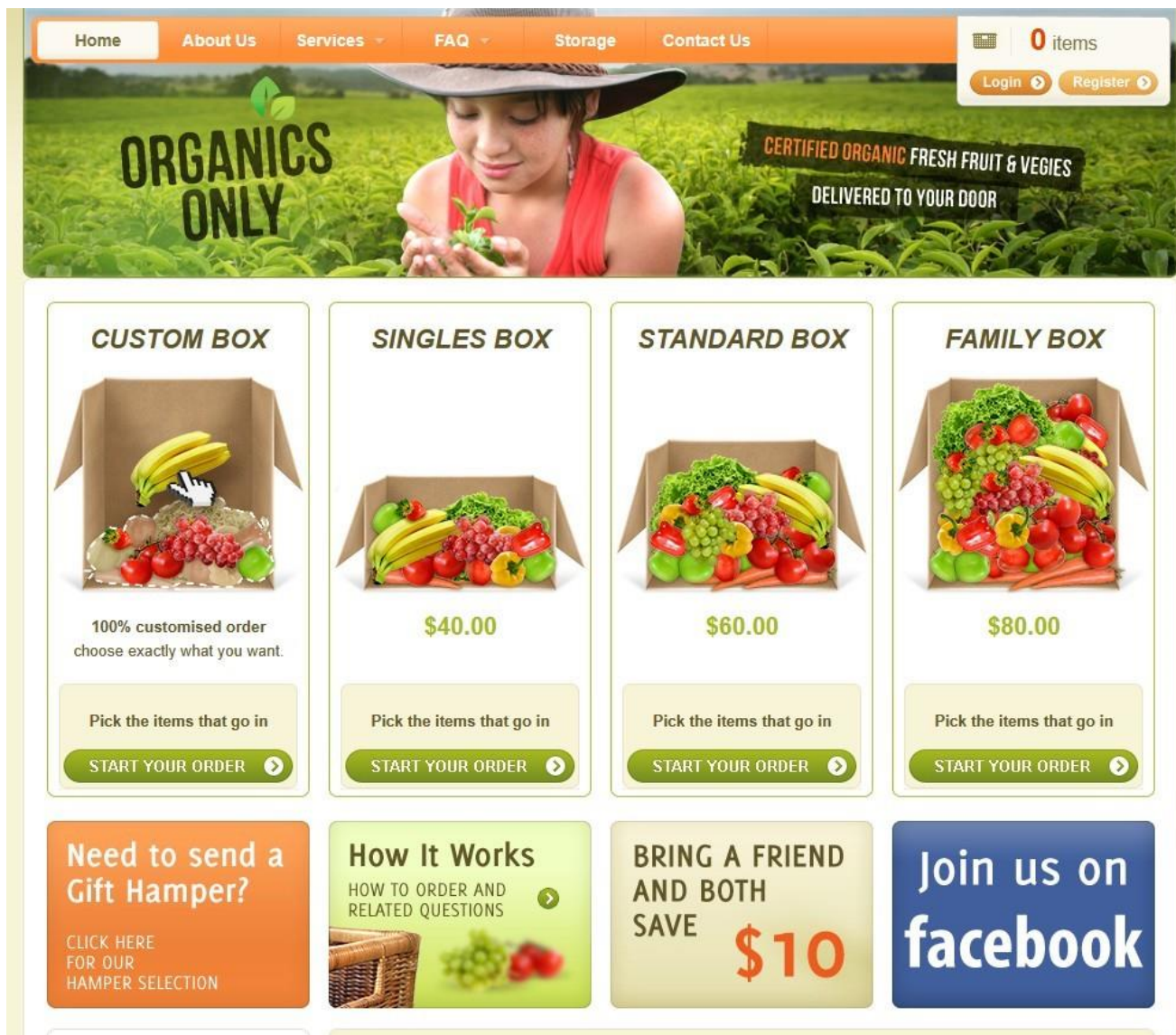


Spécialité NDRC

Source : <http://organicsonly.com.au/>

Titre : Organic fruit and vegetable services



The screenshot shows the homepage of the 'Organics Only' website. The header features a navigation menu with links: Home, About Us, Services, FAQ, Storage, and Contact Us. On the right, there's a shopping cart icon showing '0 items' and buttons for 'Login' and 'Register'. The main banner image shows a woman in a red top and a wide-brimmed hat holding a small plant in a field. Text on the banner includes 'ORGANICS ONLY' and 'CERTIFIED ORGANIC FRESH FRUIT & VEGIES DELIVERED TO YOUR DOOR'.

Below the banner, there are four boxes representing different subscription options:

- CUSTOM BOX**: 100% customised order, choose exactly what you want. Price: \$40.00.
- SINGLES BOX**: Price: \$40.00.
- STANDARD BOX**: Price: \$60.00.
- FAMILY BOX**: Price: \$80.00.

Each box contains an image of the respective fruit and vegetable box and a 'START YOUR ORDER' button. Below these boxes, there are four promotional banners:

- Need to send a Gift Hamper?**: Click here for our hamper selection.
- How It Works**: How to order and related questions.
- BRING A FRIEND AND BOTH SAVE \$10**.
- Join us on facebook**.

Home Delivered Fruit & Vegetables - Organics Only deliver fruit and vegetables fresh from the growers and markets to your door. Instead of battling supermarket queues for poor quality produce, why not let us deliver market fresh produce to your doorstep? Our Services:

- ✓ Produce purchased from the markets the day you receive it
- ✓ Pick and choose what goes into your box
- ✓ Delivery all over Sydney
- ✓ Secure Online Credit Card Ordering
- ✓ Absolutely NO Obligations



Situation:

You work for Organics Only which is a company that home-delivers fresh organic fruit and vegetables. Customers subscribe, order and pay via the company web-site.

Today, you have a meeting with your Sales manager to present your arguments you will develop in order to convince the mayor of Mount Druitt, a town where you wish to expand your market by installing a delivery pick-up point in the city centre. Customers will be able to come and collect their orders between 3pm and 6pm every Friday afternoon. This means that they can choose between being delivered to their homes, or picking up their orders from the pick-up point in Mount Druitt.

You should explain to your manager:

- The types of products you offer
- How it works (subscriptions, selection, ordering, payment and delivery)
- The advantages of this system for customers, especially during the Covid pandemic
- The reasons for establishing a pick-up point, as well as home deliveries
- The benefits that this programme could bring to the city of Mount Druitt.