

How Much Revenue Are You Leaving On The Table? Find Out Today!

Do you know how much revenue you are leaving on the table?

5%? 15%? More? Evaluate the health of your food business **in 60 seconds** and discover the **additional revenue** you can generate with our free food business checkup.



Local Express Food Business Checkup

For our checkup, we're going to look at a few key areas and how Local Express can assist you in each of those areas, helping you reclaim the revenue you're leaving on the table.



1. Online Ordering

Online ordering is a huge revenue source for food businesses, and you might be missing out on **potential sales**.

With Local Express, you'll be able to **make online ordering easier** for customers. With **all the features** built into your app and website, you'll have **more orders** flowing in from new and your loyal customers.

We have many customers that have increased their online sales by 20%! You could also **increase online revenue** by utilizing our online ordering platform; you certainly **DON'T want to miss out**.

Are you preparing for Holiday promotions? Our analysis shows that online grocery sales are high during the holidays – especially during Thanksgiving, Christmas, and New Year. Customers are busy so they shop for food online.

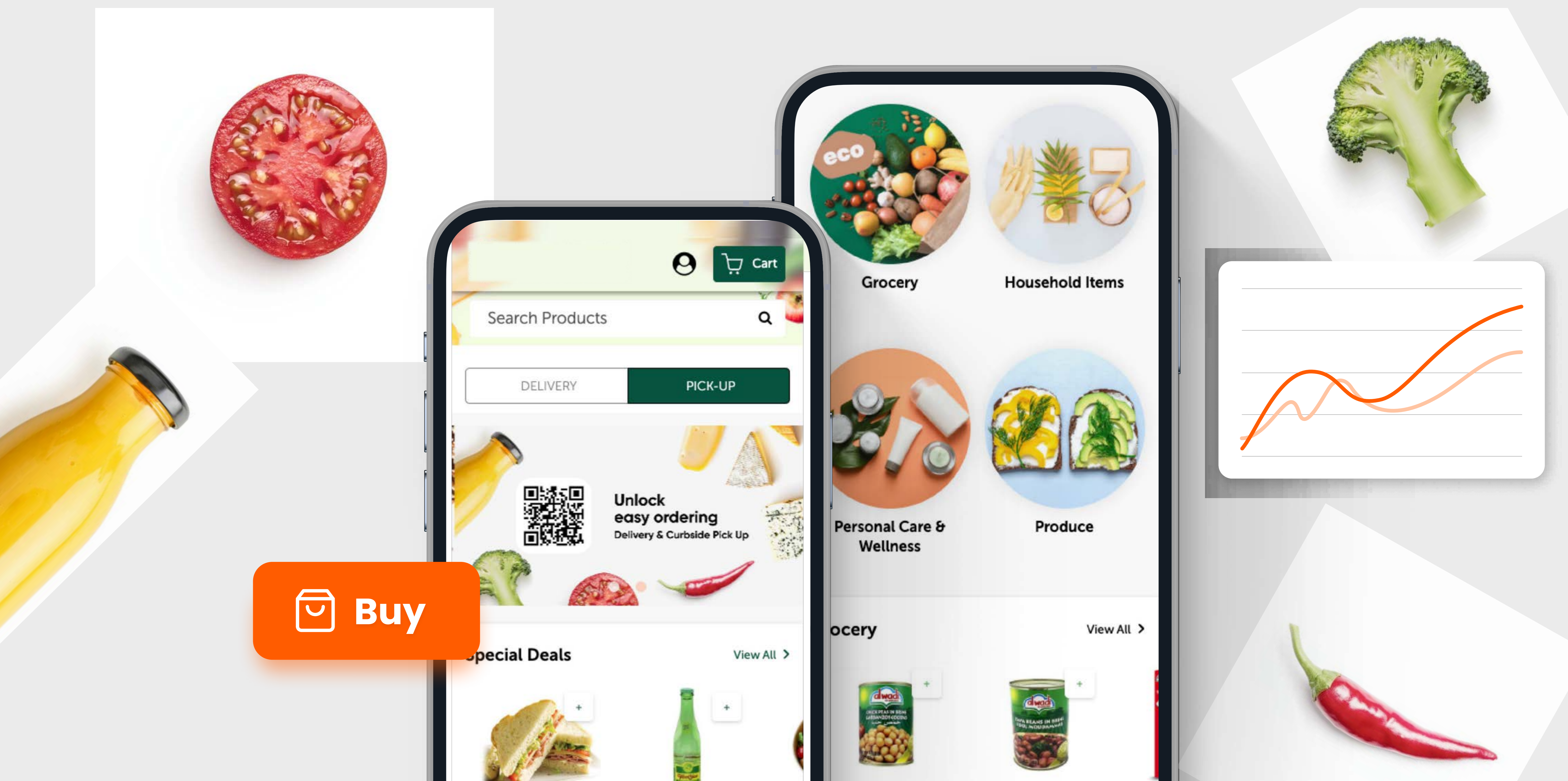
Based on your current sales, if you increase the number of online orders during the holiday season by additional:

Five per day; translates to \$25,000 in revenue

Twenty per day; translates to \$100,000 in revenue

Fifty per day (multi-locations); translates to a quarter of a million dollars in revenue

Don't miss out on booming online sales during the holidays!





2. Delivery, Shipping, And Pickup System

Your **online orders** can only be as successful as your delivery, shipping, and pickup system allows. If you don't provide the **quality of service** and options customers want, you'll lose their business.

We worked hard to ensure we provide **everything you need** when it comes to delivery, shipping, and pickup. Our platform **integrates with most major providers**, allows for options like **curbside pickup and BOPIS**, and provides **speedy delivery**.

With our shipping module, you could potentially increase up to **10% in revenue**. Many of our customers increase their reach by providing out-of-area shipping – nationwide.

Do you want to sell to a nationwide customer base? – especially for specialty and hard-to-find foods. These customers tend to buy larger baskets to save on shipping.

If you can sell some of your items out of town, it can potentially increase sales by over \$100,000 in one year. That's only two additional shipping orders per day.





3. Kitchen Display System

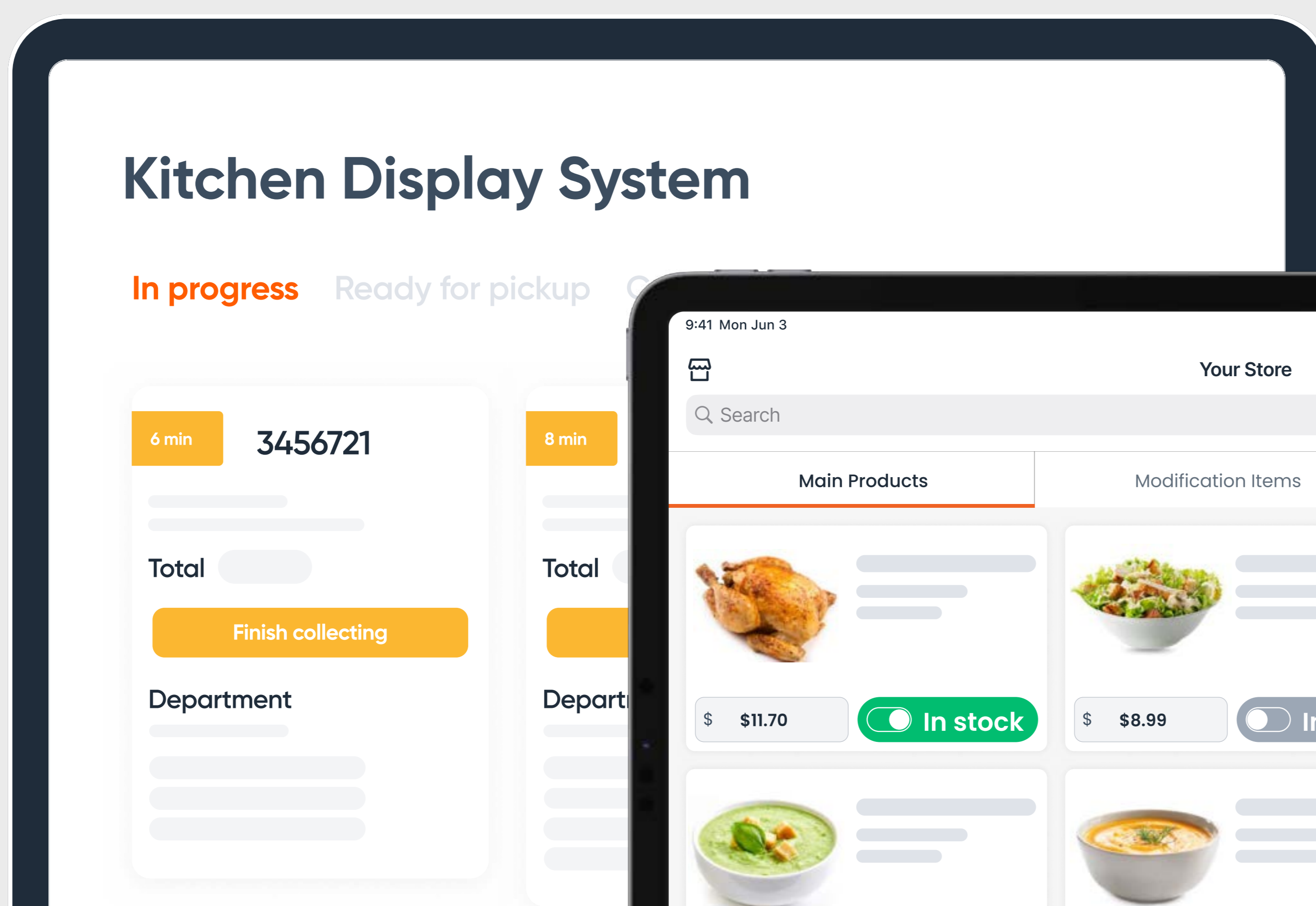
Prepared food is another key part of many food businesses, and your **kitchen display system ("KDS")** might be holding you back.

Our new **kitchen display system** was made with both employees and customers in mind. It allows for **efficient order processing, order splitting, cloud printing, pre-orders, and more.** Your employees will be empowered with our KDS system—efficiency can improve!



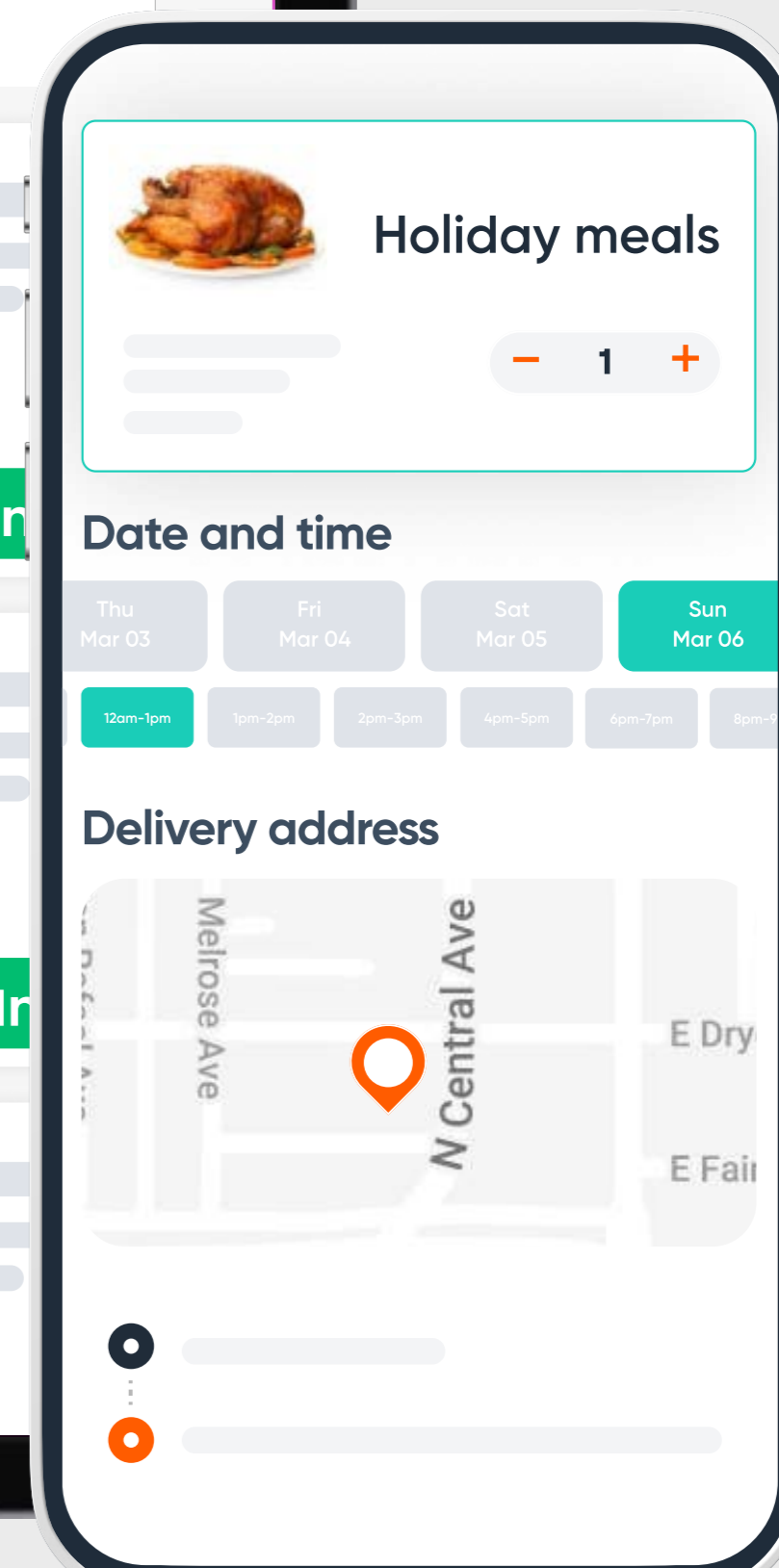
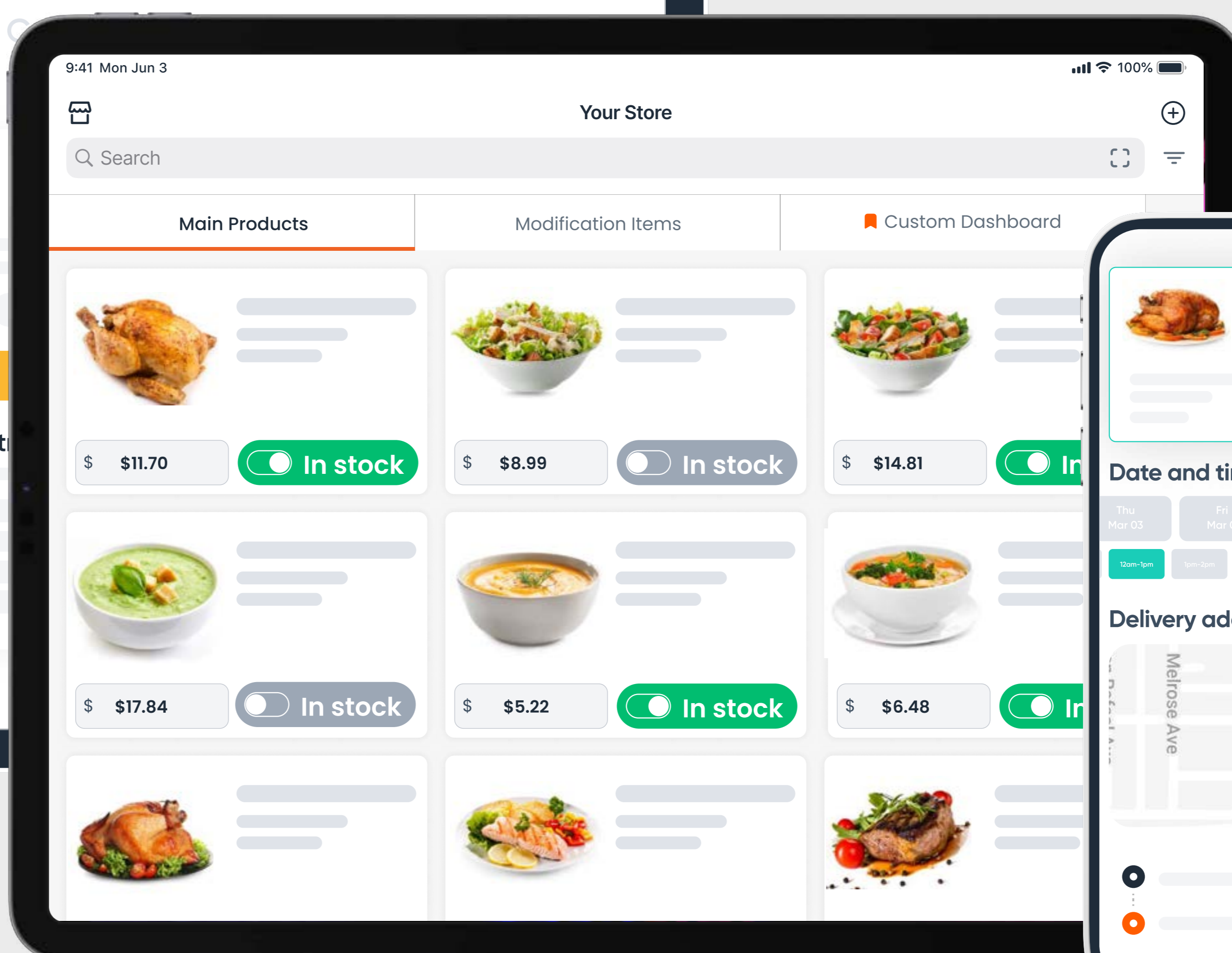
We believe that our KDS can help you save up to **10 % in operating costs in the prepared food department.**

Do you have a prepared food department? Some of our customers have over one hundred kiosk/prepared food orders per day from a single location. **By reducing order-taking and preparation time using our KDS, you can reduce labor costs by \$2000 per month.**



Pre Order

Time of the day menu



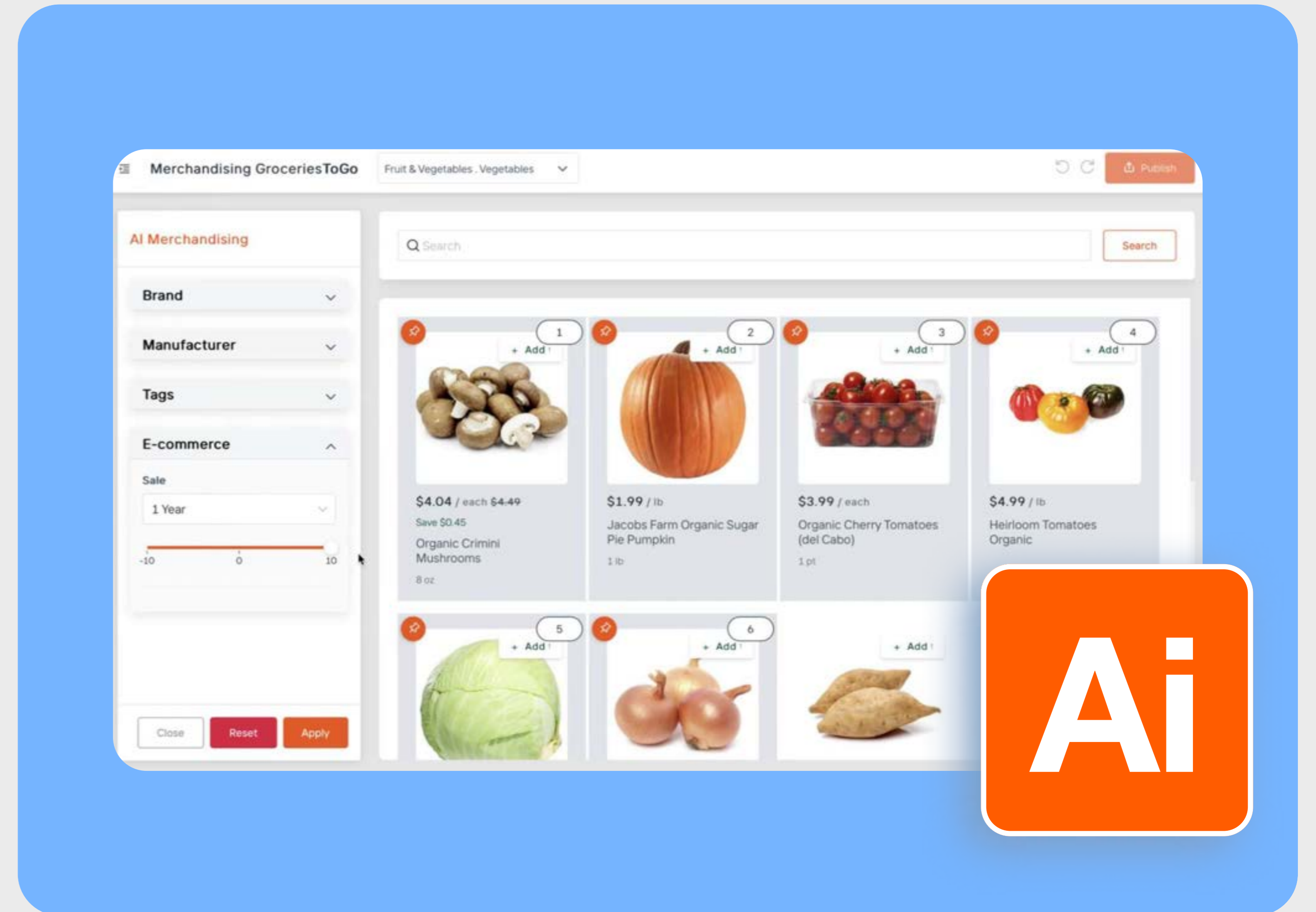


4. AI Merchandising

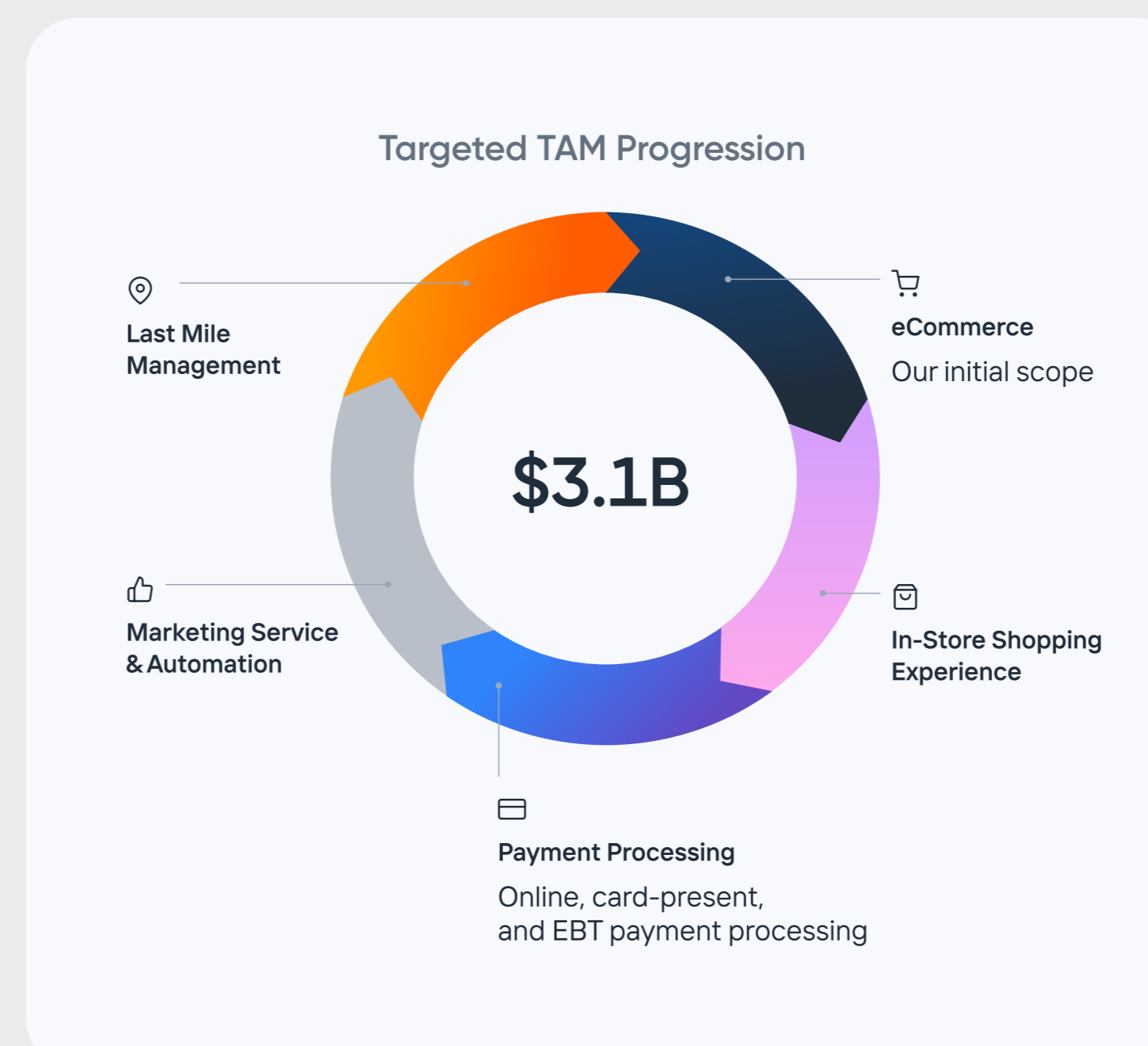
Merchandising is an often overlooked aspect of food business management. However, it can be a great way to **boost revenue with the right tools.**

At Local Express, we offer **AI merchandising** which can help **increase sales.** Our AI knows which products your customers like, don't like, and should be placed first. With this tool, you can passively **increase your online sales by up to 10%.** Merchandising and promotions to increase sales are key to retail, and it's the same for food.

Again, are you planning for a holiday season promotion? It's a bit challenging to quantify sales increase due to AI Merchading; However, many of the industry studies have shown that well-placed merchandising online and offline can increase upsell per order. **Do you have an AI Merchandising from your current eCommerce platform?**



Google Rating
★★★★★ 5.0



Total Sales	\$1 695	\$1 695	\$2 285
Orders	23	23	41
2021	Q1	Q2	Q3



5. In-Store Kiosk

It seems like nearly every store these days has an **in-store kiosk**, and for good reason—they **increase sales**. If you don't have a kiosk, you're letting money go out the door.

Do you have a foodservice such as deli, bakery, or catering within your store? **Increase your revenue** with our in-store kiosks! We have many success cases and we can provide a ROI calculator for you to estimate the benefits. Contact us!

Our in-store kiosks have incredible revenue increasing potential. Stores using our kiosks have seen up to **173% increases in sales**, **155% increases in the number of orders**, **24% increases in order value**, and **87% increases in average revenue per user (ARPU)**.





6. Loyalty Program With Coupon Codes, Discounts, And Promotions

Loyalty programs, coupon codes, discounts, and promotions are also a big part of running a food business. With the right customer incentives and benefits, you can further increase sales. Many of our customers use promotions to boost online sales, **up to 10%—especially around holidays; holiday times and proper promotions are key to food retail.**

We understand how important those things are, which is why we made sure our platform **makes that all easy.** You'll have no problem implementing a loyalty program, issuing coupons, announcing discounts, and more.

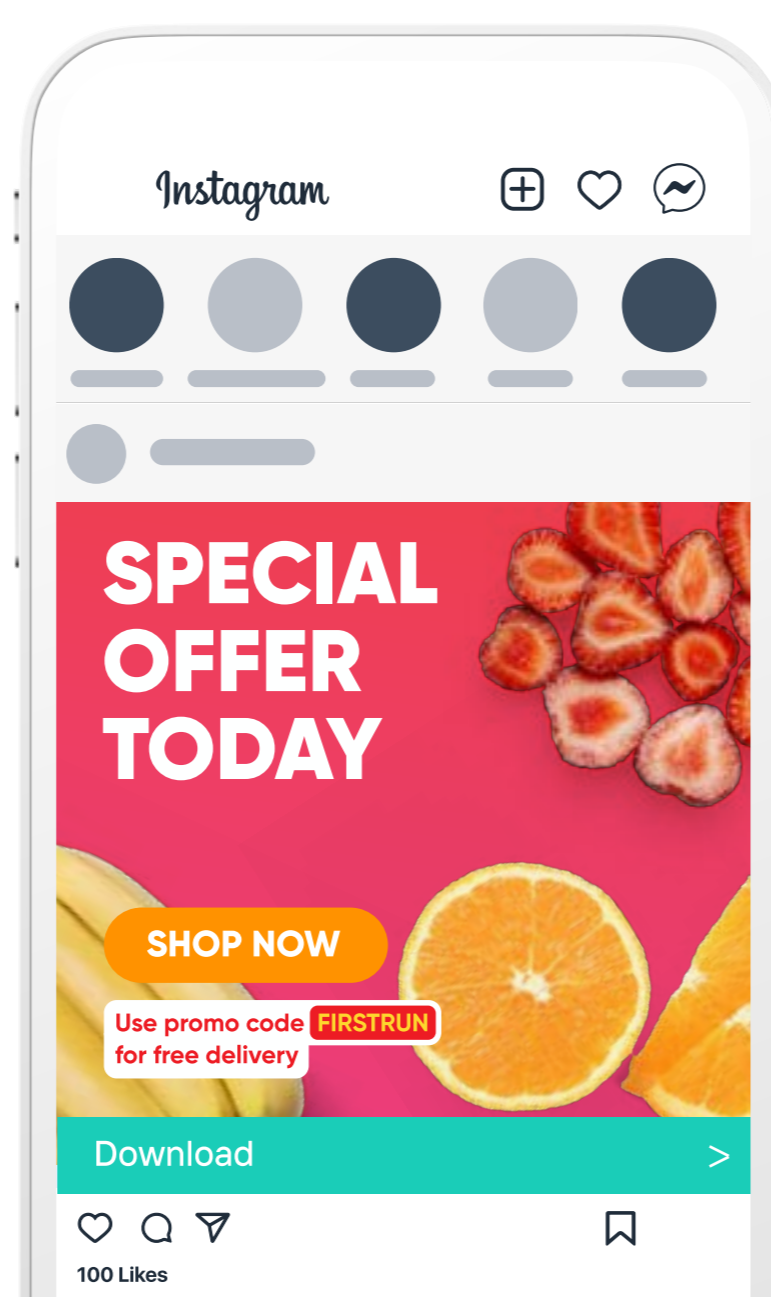
If you don't, your competitors will. So start providing your customers with the **loyalty programs, coupons, discounts, and promotions they expect.**



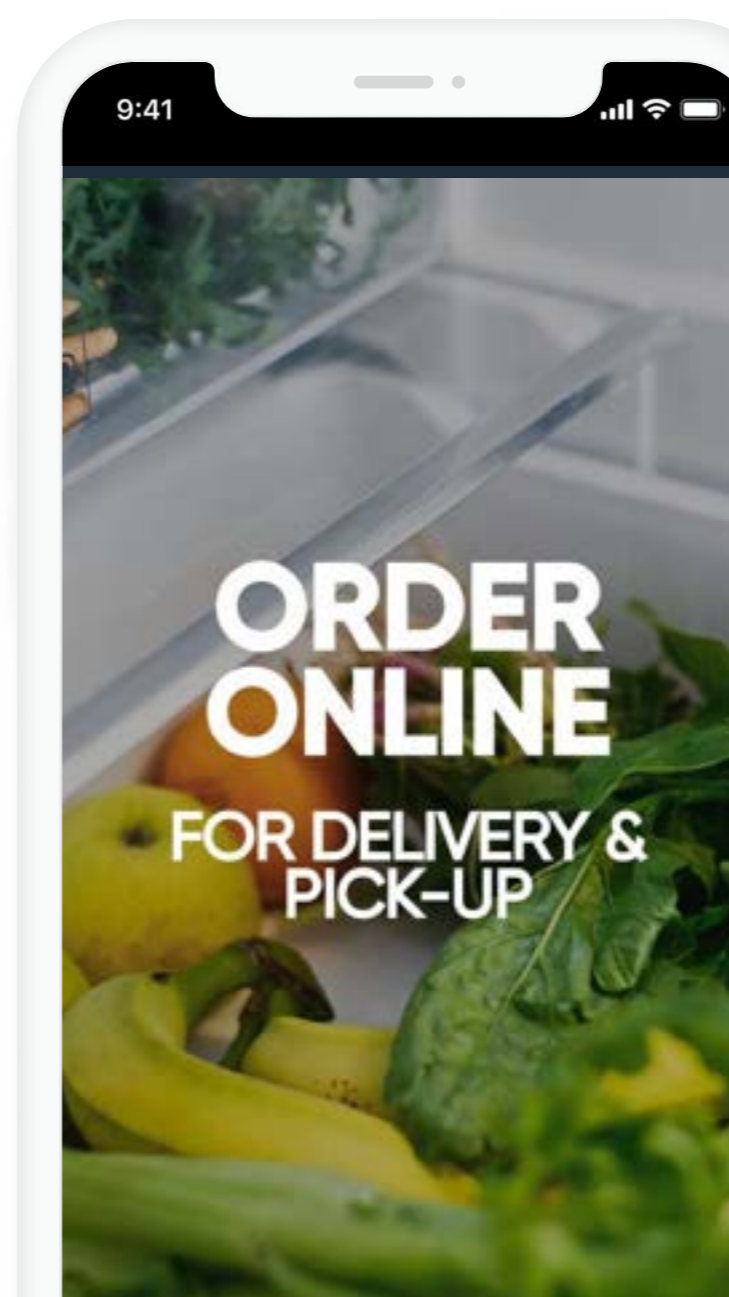
In-Store Marketing



Social Media Marketing



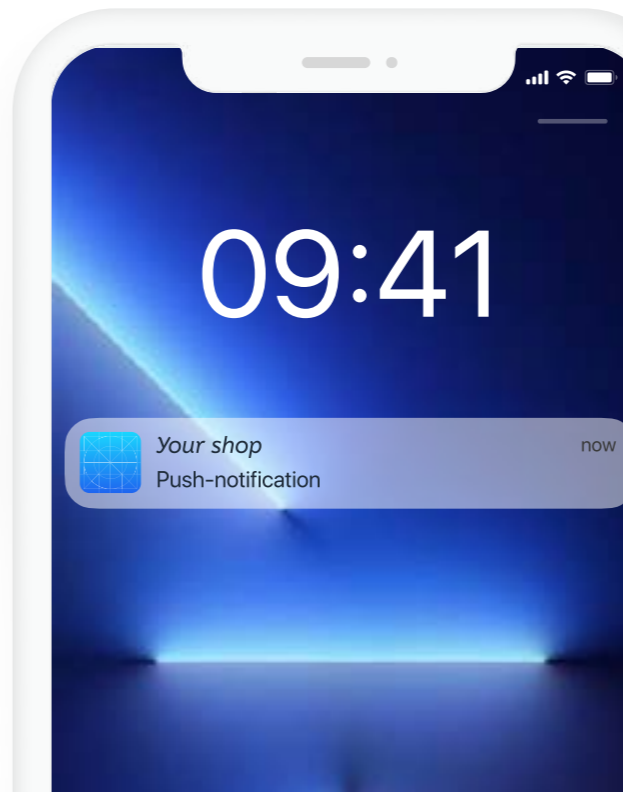
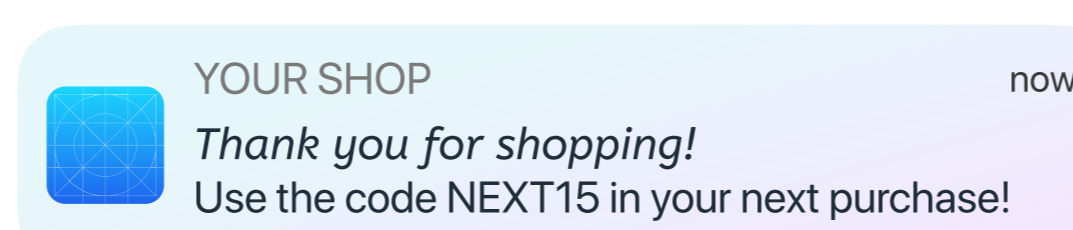
Content marketing



Email marketing



Push Notifications and Messages



Claim Your Lost Revenue With Local Express

Don't leave revenue on the table; **claim your lost revenue** with Local Express!

We have all the tools, technology, and support you need to get your missed revenue and **increase profitability. So get started with us today!**

The image illustrates the Local Express app interface. It features a central woman holding a smartphone. To her left is an orange 'Buy' button with a shopping bag icon. Above her is a product card for mangoes with a quantity of 2 and an 'Add To Cart' button. To her right are four delivery options, each with a green toggle switch: Delivery, Pickup, Curbside Pickup, and Shipping. Below her is a menu of food categories: Salads, Pizza, Meat, Grocery, Sandwiches, Coffee, Ready food, and Juice. At the bottom right is a white box containing a line graph with two orange lines showing an upward trend.