

NEWSLETTER

PostNL



PostNL is developing a home delivery service that supermarkets and fresh food companies can use to transport products ordered online using quick, refrigerated and cost-efficient methods. The service uses an insulated box to transport items from the vendor to the delivery point. The service will initially be offered two evenings per week.

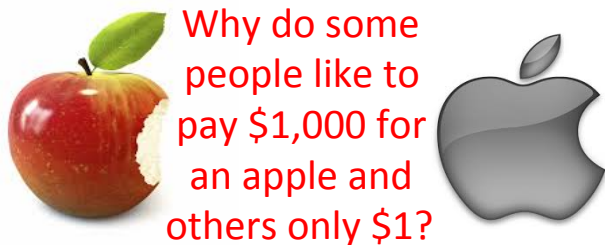
SingPost - Alibaba

SingPost has formed a strategic collaboration with Chinese ecommerce group Alibaba after the latter invested US\$249 million for a 10% stake in SingPost. The mutually beneficial relationship provides Alibaba with end to end solutions and SingPost with expertise in ecommerce, technology and the sizeable Chinese market.



Costing & Pricing

I received several emails on the subject of pricing after the MIP course. Since pricing is a core component of both MIP and SFE I introduced more pricing exercises in the SFE course. APPC is now considering developing a bespoke costing and pricing course for 2015 subject to demand from member countries.



Why do some people like to pay \$1,000 for an apple and others only \$1?

MIP NEWS SFE

The SFE course finished in early July and it was another time of sad goodbyes as our new found friends packed their bags and made their way to the airport. I have now made another wonderful group of friends - thanks to everyone on the SFE course.

Thanks to all the MIP course that have asked questions since our course finished. I will try to answer them as best I can and will include topics raised by several people in the newsletter - see pricing to the left!

Please send me an email on any topic that you think might be of interest to the other members of the MIP-SFE community.

Useful Websites

www.postaltechnologyinternational.com/news.php?NewsID=59465
www.postaltechnologyinternational.com/news.php?NewsID=59463

Articles for Newsletter

Please send any news, articles or a favourite tagline to info@sunflowerassociates.com



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APPU