

Your Parcel's Journey, from First to Last Mile

What happens to your parcel after it's picked up by the courier service?

First-Mile: Parcel Pickup

First-mile delivery is the first move in getting a product to the consumer. This is usually taken care of by a third-party logistics specialist; they are responsible for transporting a product from the seller, and into the "middle mile".

What happens in the first mile: Your product is picked up from your warehouse or your factory by a courier service or logistics provider.

Middle-Mile: From Sorting to Packaging

The **middle mile** is the least-seen, but most complicated part of the logistics process. In the middle mile, your product joins thousands of others in the logistics stream, being sorted and transported across borders until it reaches the last courier before the actual delivery.

In the most common form, the middle mile is the distance between the warehouse that stores goods received from a supplier, and another facility that directly ships the goods to the customers.

What happens in the middle mile: Multiple modes of transportation (plane, ship, or truck) are involved in delivering products from the warehouse, connected to fulfillment centers where the goods can be sorted and packaged, then sent to a courier for the last mile.

The middle mile involves many moving parts, all invisible to the average online shopper, including:

- **Transportation**, from container ships to cargo trucks to delivery vans
- **Fulfillment centers** where products are sorted, packaged and prepared for the last mile
- **Automated systems** that use programmed algorithms to put the product on a delivery route that can most efficiently reach the buyer

Because the process can be complicated (and increase in complexity as the distance grows), many retailers assign middle mile operations to a **third-party logistics (3PL) provider**.

DID YOU KNOW:

Ninja Van Philippines has a giant automated sortation belt in its Cabuyao, Laguna facility - the company's largest in the country! The cross belt sorter occupies just over half of the 21,000-square-meter warehouse, processes 20,000 parcels an hour, and has increased the hub's outbound speed by 400%, resulting in faster delivery

Last-Mile: Delivery

This is the last lap in the product's journey to the customer: where the product is shipped from a warehouse or fulfillment center to the customer's doorstep.

What happens in the last mile: Courier services do their best to get the product across the finish line. The package should be sorted, scanned and tracked to ensure topmost visibility of the product even after it leaves the warehouse. The delivery should plan and assign the route to reach the customer as fast as possible.

As a specialist in the last mile, **Ninja Van** uses cutting-edge technology to ensure consistent, high-quality last-mile service throughout Southeast Asia. Their services include:

- ➔ **Package tracking:** ensures complete visibility from any point in the delivery process
- ➔ **Customized routing:** Cutting-edge optimization algorithms ensure shorter delivery times and lower costs
- ➔ **Ninja Pro:** a premium service that provides access to a dedicated Ninja Van account manager and an API that links to Ninja Van's system - ensuring accurate, reliable parcel handling and door-to-door pickup service

Looking for secure and hassle-free deliveries to your customers?

Ship with Ninja Van!
www.ninjavan.co