



Fulfilled by  
THE ICONIC



# What pain points are you facing?



**Unmanageable Returns**



**Challenging Delivery SLA's**



**Rising Shipping Costs**



**Warehouse Capacity Constraints**



**Growth Uncertainty**



**Difficulty Retaining Valuable Customers**

# Fulfilled by The ICONIC (FBI)

The solution you have been waiting for...



Returns online within 24 Hours vs. 14 Days\*



Reduce commitment to underachieving 3PLs



Access to 3hr, Same Day & Next Day Delivery Propositions



More Productive Assortment\*\*\*



Save with our shared basket advantage\*\*



Convert Top Tier Customers

**Drive Cost Efficiency • Differentiate Customer Experience • Grow Your Business**

\* Compared to marketplace dropship model.

\*\* Ship your product with items from within The ICONIC's FC and only be charged your average basket size.

\*\*\* Brands that have moved from MP Dropship to MP - FBI are seeing ~20-40% uplift in SKU productivity YoY.

# We Have Built an Efficient Fulfillment Infrastructure

Designed to Differentiate & Support you.



Items Warehouse storage capacity



from **Returns**  
received to **Putaway**

## Daily Stock reporting & Delivery Monitoring Reports

**10K**

items/hr pick capacity

**<6 hr**

Avg warehouse lead time

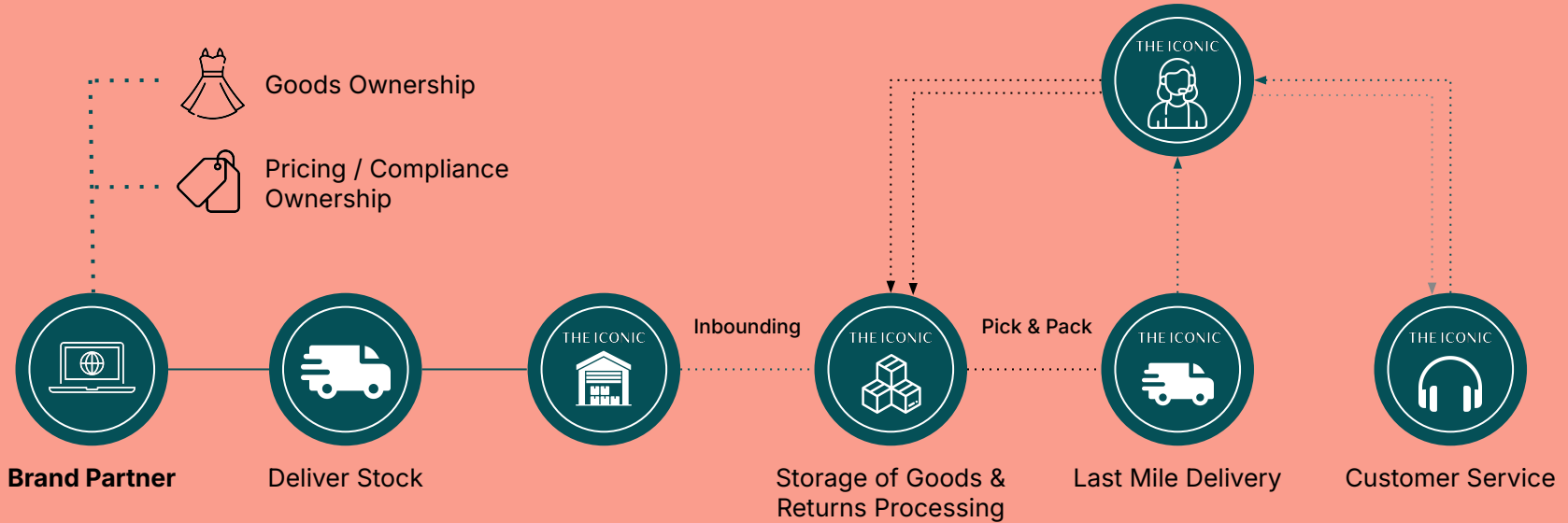


Shipped same day



Shipped next day

# Take full advantage of the best fashion e-commerce supply chain infrastructure in ANZ.



# How does it work?

Brands will have a dedicated contact to support with the FBI process flow



## Brand Assortment

Brand & THE ICONIC agree on ranging and replenishment inventory levels.



## Stock Delivery

Brand & THE ICONIC liaise in regards to stock delivery. FBI stock is delivered to THE ICONIC.



## Products Onsite Brand Images

Product undergoes QC checks, Rework if required, is Putaway and goes live on the ICONIC website.



## Trade & Analysis

Brand set pricing, opt into promotions, and trade via THE ICONIC's seller center with dedicated buyer and planning team to support.



## THE ICONIC Fulfilment

THE ICONIC receives orders, picks, packs, and delivers to customers, with all delivery options available



## Commission & Fee Structure

Agreed commission rate will be taken off every order. Payments made fortnightly Payment terms are 30 days end of month. Storage Fee structure

# How long does it take?

Live Onsite Timeline

## Confirmed Commercials & Contract

1-2 Week(Jira Process)



## Testing Pre-Production Environment



1 - 4 Weeks  
\*dependant on brand  
& integration requirements

## Product Creation & ISR Creation Live Environment



## Inbound Receiving & Stock Putaway

Max 48 hr KPI



## Vendor Onboarding & Training Sessions

1 x 30 min Discovery Call (Optional)  
1 x Hour - New FBI Seller Center  
1 x 45 mins - Operational Compliance & Guidelines



## Shipment of Goods

Shipping Lead Time  
Brand TBC



## FBI LIVE!

## Stock Acceptance Report

Congratulations!





THE  
ICONIC