



Market. Disruption

REPORT



For Sri Lanka,
India & Singapore

1. Introduction: The Future of E-Commerce & Instant Delivery

1.1 The Evolution of E-Commerce Logistics

E-commerce has transformed the way people shop, offering convenience, variety, and competitive pricing. However, one major challenge remains: **delivery speed and cost-effectiveness**.

Traditional e-commerce platforms like **Amazon, Shopee, Lazada, Daraz, and Kapruka** rely on centralized warehouses, fixed logistics providers, and scheduled delivery systems. While these models work, they come with **major drawbacks**:

- **Delays in delivery:** Customers often have to wait **1-3 days** to receive their orders.
- **High operational costs:** Warehouses, delivery fleets, and full-time drivers add to **overhead expenses**.
- **Limited flexibility:** Businesses depend on **third-party logistics**, increasing inefficiencies.

Deallable solves these challenges by revolutionizing e-commerce logistics with a gig workforce model, enabling instant deliveries using existing independent drivers.

1.2 Why the Gig Economy is the Future of E-Commerce Logistics

The **gig economy** has seen rapid global growth, with platforms like **Uber, DoorDash, and Bolt** proving that independent workers can provide **efficient, scalable, and cost-effective services**. The same concept can be applied to **e-commerce logistics**, where gig workers can be used for package deliveries instead of relying on centralized fleets.

Case Study: Uber & Gig Workforce Success

Uber changed the **transportation industry** by utilizing independent car owners, **removing the need for a company-owned fleet**. This allowed Uber to:

- ✓ Scale rapidly without major asset costs
- ✓ Provide **instant availability** of rides
- ✓ Offer **lower operational costs** compared to traditional taxi services



Similarly, **Deallable applies this gig workforce model to e-commerce logistics**, making deliveries **faster, cheaper, and more scalable**.

Case Study: Food Delivery Platforms & Instant Logistics

Companies like **Uber Eats, Foodpanda, and Deliveroo** have demonstrated that using **bikes and independent riders** can make deliveries **more efficient** than fixed vehicle fleets.

- **Uber Eats reduced delivery times from 40+ minutes to under 20 minutes** by optimizing driver availability.
- **Foodpanda expanded to smaller markets** without high costs, as they did not need to purchase delivery vehicles.

Deallable follows this model but expands beyond food, offering instant delivery for all types of products—from groceries to electronics and large appliances.

1.3 The Problem with Traditional E-Commerce Logistics

Challenges in Current E-Commerce Logistics

Challenge	Impact on Business	Customer Pain Point
Fixed Logistics Costs	High overhead due to warehouse management and delivery fleet expenses	Increased delivery fees for customers
Slow Deliveries	Delays due to third-party logistics scheduling	Customers have to wait days for orders
Lack of Real-Time Optimization	Inefficient routes and order batching	Inconsistent delivery times
High Cost of Last-Mile Delivery	Increases overall operational costs	Customers may cancel orders due to high delivery fees

How Deallable Solves These Issues

- ✓ **No Fixed Logistics Costs** – Deallable **does not own warehouses or vehicles**, reducing expenses.
- ✓ **Instant & Same-Day Deliveries** – The gig workforce enables **faster fulfillment**.
- ✓ **AI-Powered Order Optimization** – Intelligent routing ensures **efficient deliveries**.
- ✓ **Cheaper Last-Mile Deliveries** – The model reduces overall costs, making delivery **affordable for customers**.



Real-World Example: Why Shopee & Lazada Struggle with Logistics

Both Shopee and Lazada rely on **fixed third-party logistics providers** such as Ninja Van, J&T Express, and Lalamove. Because of this:

- **Deliveries take 2-5 days** even within the same city.
- **Retailers must store inventory in central warehouses**, increasing storage costs.
- **Logistics fees can be high**, leading to expensive delivery charges for customers.

🚀 **Deallable eliminates these inefficiencies by making every vehicle—from bikes to trucks—a potential delivery asset.**

1.4 Why Sri Lanka & Singapore Are the Best Starting Markets for Deallable

1.4.1 Sri Lanka: A Market Ripe for Disruption

- **E-commerce adoption is growing by 20% YoY**
 - **Only two major competitors:** Daraz and Kapruka
 - **Logistics delays:** Deliveries take **2-5 days** due to traditional fleet-based models
 - **High demand for gig jobs** due to economic challenges
- ♦ **Key Opportunity:** Deallable can **dominate the market** by offering **instant, gig-powered deliveries** at lower costs.

1.4.2 Singapore: A Fast-Paced, High-Demand E-Commerce Market

- **E-commerce penetration is at 73%** of the population
 - **Fast-paced consumer expectations:** Singaporeans demand **same-day delivery**
 - **Gig economy growth:** 10% of the workforce is engaged in freelance or gig-based work
- ♦ **Key Opportunity:** Deallable's **scalable, AI-powered** model enables businesses to meet fast delivery demands **without high logistics costs**.



1.5 The Competitive Advantage of Deallable

How Deallable is Different from Traditional E-Commerce Giants

Feature	Amazon, Shopee, Lazada, Daraz	Deallable
Delivery Model	Fixed logistics providers	AI-powered gig workforce
Warehouses	Required for inventory	No warehouses needed
Vehicles	Company-owned or third-party fleets	Independent gig drivers
Speed	1-3 days	Instant or same-day
Operational Costs	High (storage, fixed fleets, salaries)	Low (only platform management & marketing)

Why This Model is the Future

- **Low-cost, high-speed logistics will dominate the next wave of e-commerce.**
- **Gig workforce models scale faster than traditional fleet-based logistics.**
- **AI-powered delivery optimization reduces inefficiencies, making it more profitable.**

 **With Deallable, businesses can offer Amazon-level service at a fraction of the cost!**

1.6 Conclusion: Why Deallable is a Game-Changer

Deallable is **not just another e-commerce platform**—it is a **revolution in logistics and instant delivery**. By leveraging a **gig workforce model**, Deallable provides:

- ✓ **Ultra-fast deliveries** without owning warehouses or fleets
- ✓ **Lower operational costs** compared to Shopee, Lazada, or Amazon
- ✓ **Scalability** without increasing infrastructure expenses

 **The future of e-commerce is instant, flexible, and AI-powered. Deallable is leading this revolution in Sri Lanka and Singapore.**



I. What exactly is Deallable's gig workforce?

I.I Introduction

The gig economy has transformed industries worldwide, providing flexible job opportunities and efficient service delivery. From ride-hailing services like Uber to food delivery platforms like DoorDash, gig workers are now a crucial part of modern economies. However, e-commerce logistics still rely heavily on traditional courier services, leading to inefficiencies, delays, and high costs.

Imagine you order a product online, but the delivery takes days or even weeks. Sometimes, the package arrives when you're not home, or worse, gets delayed due to rigid delivery schedules. Now, think about how quickly a food delivery service like Uber Eats can get a meal to your door—often within minutes. **What if we applied that same gig-based approach to all types of e-commerce deliveries?** That's where Deallable comes in.

I.II) The Gig Workforce Explained

A gig workforce consists of independent workers who take on short-term jobs or tasks, rather than full-time employment. These workers—drivers, couriers, and freelancers—have the flexibility to choose their schedules and jobs. Companies benefit by reducing operational costs and increasing efficiency. The gig economy thrives in industries like:

- **Ride-hailing** (Uber, Lyft)
- **Food delivery** (DoorDash, Grubhub, Uber Eats)
- **Freelancing** (Upwork, Fiverr)

However, e-commerce logistics have yet to fully integrate this flexible workforce. Instead, they rely on fixed-route couriers, causing delays and inefficiencies.



I.III) How Deallable Uses Gig Workers for E-Commerce Delivery

Deallable is revolutionizing e-commerce logistics by using an on-demand gig workforce for deliveries. Unlike traditional e-commerce platforms that rely on warehouse-based shipping and third-party courier companies, Deallable allows **anyone with a vehicle**—whether a **bike, tuk-tuk, car, van, or truck**—to become a delivery partner. This means faster deliveries, lower costs, and greater availability. Here's how it works:

1. **Instant Matching** – When a customer places an order, Deallable's AI assigns the most suitable delivery partner based on location, vehicle type, and urgency.
2. **Optimized Deliveries** – A gig worker picks up the order directly from the seller and delivers it instantly.
3. **Flexible Work for Drivers** – Just like an Uber driver choosing their rides, Deallable's delivery partners select jobs based on their schedule and vehicle capacity.

I.IV) Advantages of a Gig-Based E-Commerce Delivery Model

1. Faster Deliveries

Unlike traditional e-commerce platforms where deliveries can take days, Deallable ensures **instant, same-day, or next-day delivery** using a decentralized network of gig workers.

2. More Affordable for Businesses & Customers

- Businesses save on warehouse costs and third-party courier fees.
- Customers get lower delivery fees because gig workers operate on-demand rather than through fixed contracts.

3. Scalability & Accessibility

By allowing anyone with a vehicle to deliver, Deallable scales across cities without needing massive logistics hubs.

4. Job Opportunities for the Gig Workforce

Gig workers can earn by delivering anything—not just food or packages but **electronics, furniture, groceries, and even heavy items like washing machines**.



I.V) How Deallable is Different from Shopee, Lazada, and Daraz

Most e-commerce platforms—**Shopee, Lazada, and Daraz**—follow a **centralized** model where:

- Orders are shipped from a warehouse to a courier service.
- Deliveries take multiple days.
- Large logistics companies control pricing and timelines.

Deallable is **not like Amazon, or Daraz, or Shopee etc.** If we talk about them, they have **warehouses, drivers, delivery vehicles, and many high cost things in their process and that is very hard to start a same model app right now.** That is why operating a marketplace like those platforms are very expensive.

I.VI) Comparison: UberEats vs. Deallable

Uber Eats is a food delivery platform that primarily focuses on restaurant-to-customer deliveries. It relies on gig workers using bikes, scooters, and cars to fulfill deliveries. However, its scope is limited to food and beverage deliveries, restricting its market potential.

Deallable, on the other hand, is a multi-category platform that allows customers to order anything from groceries and electronics to furniture and large goods. Unlike Uber Eats, Deallable supports a wide range of gig delivery vehicles, ensuring efficient delivery for all types of products.

Gig Vehicle Types in UberEats vs. Deallable

UberEats Gig Vehicles:

1. **Bicycles** – Used for small, lightweight food orders.
2. **Motorbikes/Scooters** – A common method for fast food deliveries.

Deallable Gig Vehicles:

1. **Bicycles** – For delivering small parcels and lightweight products.
2. **Motorbikes** – Used for medium-sized packages and urgent deliveries.
3. **Cars** – Transporting moderate-sized goods, such as home appliances.
4. **Vans** – For bulk grocery orders, electronics, and furniture.
5. **Trucks** – Delivering large items like beds, wardrobes, and industrial goods.
6. **Tuk-Tuks** – A fast and affordable urban delivery option for moderate loads.

This diversity in vehicle types enables Deallable to support deliveries across all industries, making it a more comprehensive and scalable platform compared to Uber Eats.



Why Deallable is a Unique Approach

1. **On-Demand Delivery:** Instead of warehouse-based fulfillment, Deallable connects buyers and sellers instantly through gig workers.
2. **Multi-Vehicle Support:** Unlike standard couriers, Deallable uses bikes, tuk-tuks, vans, and trucks—so even large and urgent deliveries can be fulfilled fast.
3. **No Need to Switch Between Apps:** While users might use separate apps for groceries, furniture, and electronics, Deallable covers **everything** in one platform.
4. **AI-Powered Efficiency:** Deallable uses AI to optimize delivery assignments, ensuring faster and more cost-effective logistics.
5. **Empowering Local Sellers:** Small businesses and individuals can sell and deliver their products without needing to rely on expensive third-party courier services.

I.VII) Conclusion

Deallable is not just another e-commerce platform—it's a **new way of doing e-commerce**. By integrating the gig workforce into online shopping, it offers faster, more efficient deliveries while empowering both customers and workers. This unique approach sets Deallable apart from traditional e-commerce giants, positioning it as the **future of instant, AI-powered e-commerce logistics**.



2. Market Overview: Sri Lanka & Singapore

The e-commerce landscapes in Sri Lanka and Singapore present unique opportunities and challenges. While both markets are experiencing significant digital transformation, their logistics infrastructure, consumer behavior, and competitive dynamics differ. **Deallable's AI-driven gig workforce model is uniquely positioned to capitalize on these differences, offering an innovative and cost-effective solution for instant deliveries.**

2.1 The E-Commerce Landscape in Sri Lanka

2.1.1 Market Size & Growth

Sri Lanka's e-commerce market is still in its early stages but is growing rapidly.

- **E-commerce penetration:** ~25% of the population actively shops online.
- **Market growth rate:** ~20% YoY increase in e-commerce adoption.
- **Projected market size:** Expected to reach **\$1 billion by 2026.**

2.1.2 Consumer Behavior in Sri Lanka

Sri Lankan consumers are gradually shifting from **traditional retail to online shopping.** However, several challenges persist:

- **Cash-on-delivery (COD) preference:** ~60% of e-commerce transactions are COD.
 - **Price-sensitive market:** Consumers prioritize affordability and discounts.
 - **Trust issues with e-commerce:** Many customers prefer local retailers due to concerns about **delivery delays and return policies.**
- ◆ **Key Opportunity for Deallable:** Fast deliveries build trust, making COD less risky. AI-powered logistics can reduce delivery times and increase customer satisfaction.



2.1.3 Challenges in Sri Lanka's E-Commerce Logistics

Challenge	Impact on Market
Slow Deliveries	Customers wait 2-5 days for orders due to centralized logistics.
High Delivery Costs	Companies pass logistics expenses to consumers.
Limited Gig Workforce Integration	Traditional courier services are expensive and inefficient.
Low Inventory Efficiency	Warehouses are costly, increasing operational costs.

2.1.4 Case Study: Daraz's Struggles in Sri Lanka

Daraz, owned by Alibaba, is Sri Lanka's largest e-commerce platform. However, it faces significant **logistics issues**:

- **Delivery time:** Orders take **3-5 days on average** due to reliance on fixed third-party logistics.
- **High shipping costs:** Sellers must use **Daraz's logistics partners**, increasing product prices.
- **Limited local seller integration:** Many products are **shipped from overseas**, leading to delays.

Deallable's Advantage Over Daraz

- ✓ Uses **gig workforce drivers** for same-day delivery.
- ✓ No warehouses required, reducing operational costs.
- ✓ **AI optimizes delivery routes**, making logistics more efficient.

2.2 The E-Commerce Landscape in Singapore

2.2.1 Market Size & Growth

Singapore is a **mature e-commerce market** with high adoption rates:

- **E-commerce penetration:** 73% of the population actively shops online.
- **Market growth rate:** 16% YoY increase in online shopping transactions.
- **Projected market size:** Expected to reach **\$10 billion by 2026**.



2.2.2 Consumer Behavior in Singapore

Singaporean shoppers are **tech-savvy, demand fast deliveries, and prefer convenience over price.**

- **Mobile-first economy:** 85% of e-commerce transactions are via mobile.
 - **High expectation for speed:** 60% of consumers expect same-day or next-day delivery.
 - **Preference for AI-powered personalization:** Customers prefer platforms that offer **AI-driven recommendations and instant customer support.**
- ◆ **Key Opportunity for Deallable:** AI-driven logistics ensures **faster deliveries, better product recommendations, and improved customer experience.**

2.2.3 Challenges in Singapore's E-Commerce Logistics

Challenge	Impact on Market
High Logistics Costs	Traditional e-commerce companies spend heavily on warehouses and fixed fleets.
Third-Party Delivery Delays	Companies like Lazada rely on external logistics providers, causing inefficiencies.
Lack of Flexibility	Delivery services operate on fixed schedules , reducing instant availability.

2.2.4 Case Study: Why Shopee Faces Profitability Challenges

Shopee is one of Southeast Asia's largest e-commerce platforms, but its heavy investment in **logistics and warehousing** has led to financial difficulties.

- **Operational costs skyrocketed** due to warehouse management and fixed delivery networks.
- **Delivery times remain slow**, as Shopee depends on third-party couriers like Ninja Van and J&T Express.
- **High commission fees for sellers** make products more expensive.

Deallable's Advantage Over Shopee

- ✓ **No warehouses needed** → Reduces operational costs.
- ✓ **Gig workforce integration** → Enables instant delivery.
- ✓ **AI-driven logistics** → More efficient than scheduled third-party shipping.



2.3 Why Deallable Wins in Sri Lanka & Singapore

2.3.1 Operational Cost Comparison

Factor	Shopee, Lazada, Daraz	Deallable
Warehouses	Required	✗ Not needed
Vehicle Fleet	Owns or rents fleets	✗ Uses gig workforce
Delivery Speed	2-5 days	🚀 Same-day or instant
Cost Structure	High due to logistics expenses	✓ Low-cost, AI-optimized model

2.3.2 Why Deallable's Business Model is More Profitable

- **Lower operational costs** → No warehouses, no fixed drivers.
- **Faster deliveries** → Customers prefer instant service, increasing retention.
- **Scalability** → Expansion is easier as gig workforce drivers are **already available**.

2.4 Market Expansion Strategy

2.4.1 Sri Lanka: Fast Penetration into E-Commerce Market

- **Partner with local retailers** to offer gig-powered deliveries.
- **Introduce ultra-fast grocery and electronics delivery**, leveraging AI routing.
- **Target COD-heavy customers** by offering **cash-on-delivery with instant delivery**.

2.4.2 Singapore: Capturing the Tech-Savvy Consumer

- **Leverage AI-driven product recommendations** to personalize the shopping experience.
- **Compete with Lazada and Shopee on speed**, offering same-day delivery.
- **Expand into ultra-fast B2B logistics** for small businesses needing instant restocking.



2.5 Conclusion: Why Deallable is a Game-Changer

Deallable is **not just another e-commerce platform**—it's a **revolution in logistics and delivery**. By integrating the **gig economy, AI optimization, and cost-effective logistics**, Deallable provides:

- ✓ **Lower costs than Shopee, Lazada, and Daraz.**
- ✓ **Faster deliveries, making instant shopping a reality.**
- ✓ **Scalable business model with no warehousing expenses.**

The future of e-commerce is instant, AI-driven, and gig-powered. Deallable is leading this transformation in Sri Lanka and Singapore. 🚀



3. The E-Commerce Logistics Problem & Why Deallable Wins

E-commerce logistics is the backbone of online retail, but traditional models face **cost inefficiencies, slow delivery speeds, and complex supply chains**. Deallable disrupts this industry with a **gig-powered, AI-optimized delivery system** that eliminates the need for warehouses, owned vehicles, or fixed drivers. This section explores the major logistics challenges in e-commerce and why **Deallable's model is superior in Sri Lanka and Singapore**.

3.1 The Core Problems in E-Commerce Logistics

3.1.1 High Operational Costs of Traditional E-Commerce Logistics

Most large e-commerce companies, such as **Amazon, Lazada, Shopee, and Daraz**, face **high logistics costs** due to:

1. **Warehousing Costs** → Maintaining inventory storage increases expenses.
2. **Fleet Management** → Owning or leasing delivery vehicles leads to high fixed costs.
3. **Fixed Delivery Workforce** → Paying salaries to full-time delivery staff even when demand is low.
4. **Inefficient Last-Mile Delivery** → Long delays due to centralized fulfillment centers.

◆ Impact on Customers:

- ✗ Higher product prices due to added delivery costs.
- ✗ Long wait times for order fulfillment.
- ✗ Limited flexibility in delivery scheduling.

💡 How Deallable Solves This:

- ✓ **No warehouses** → Lower costs.
- ✓ **No fixed fleet** → Gig workforce reduces expenses.
- ✓ **AI-optimized deliveries** → Faster and more efficient routing.



3.1.2 Case Study: Why Amazon Struggles With Delivery Costs

Amazon, the world's largest e-commerce company, spends billions on logistics.

- **Warehouses:** Amazon operates over **400 warehouses globally**, costing billions annually.
- **Delivery Fleet:** Owns thousands of delivery trucks and planes.
- **Prime Delivery Cost:** Amazon loses money on **fast shipping, forcing price increases**.

How Deallable Wins:

- ✓ **No warehouses, no truck fleet, no fixed employees.**
- ✓ **Uses on-demand gig workers for instant deliveries.**
- ✓ **Passes cost savings to customers, offering lower prices.**

3.2 The Last-Mile Delivery Problem

Last-mile delivery is the final step in the supply chain, where a package reaches the customer's doorstep. It is:

- **Expensive** → Last-mile delivery makes up **53% of total shipping costs**.
- **Slow** → Traditional logistics networks cause **2-5 day delivery delays**.
- **Inefficient** → Fixed routes don't adapt to changing demand.

3.2.1 Case Study: Why Shopee Struggles with Last-Mile Delivery

Shopee relies on **third-party delivery companies** like Ninja Van, which causes:

- **Delays** due to high parcel volume.
- **Inflexible delivery windows.**
- **High cost per delivery (~\$3-\$5 per order).**

Deallable's Solution:





- ✓ **Gig workforce drivers are already nearby** → **Faster last-mile fulfillment.**
- ✓ **AI dynamically assigns the nearest driver** → **Reduces waiting times.**
- ✓ **No dependency on fixed delivery partners** → **More cost-effective.**



3.3 The Sri Lankan E-Commerce Logistics Challenge

3.3.1 Why Daraz & Kapruka Struggle in Sri Lanka

Sri Lanka's largest e-commerce platforms **Daraz and Kapruka** rely on outdated delivery models.

Problem	Daraz & Kapruka	Deallable Advantage
Delivery Speed	3-5 days due to fixed logistics routes.	 Same-day or instant using gig workers.
Warehousing Costs	Expensive storage needed for order fulfillment.	 No warehouses required.
Driver Costs	Fixed fleet of employees, adding overhead costs.	 On-demand gig workforce.
Operational Complexity	Requires managing inventory, couriers, and logistics.	 AI automates and optimizes the entire process.

- ◆ **Deallable's Key Edge:** Lower costs, faster deliveries, and higher scalability.

3.4 The Singapore E-Commerce Logistics Challenge

Singapore is a **highly developed e-commerce market** where logistics competition is fierce.

- **Consumers expect same-day delivery.**
- **Logistics costs are high due to expensive labor and real estate.**
- **Companies like Lazada and Qoo10 rely on warehouses and fixed delivery fleets.**



3.4.1 Case Study: Lazada's High Cost Structure

Lazada, owned by Alibaba, dominates Singapore's e-commerce scene but suffers from:

- **High warehouse rent** (~\$2M per year per warehouse).
- **Fixed driver salaries** even during low-demand periods.
- **Inconsistent delivery speeds** due to reliance on third-party couriers.

 **Why Deallable Wins in Singapore:**

- ✓ **No fixed warehouses** → Reduces overhead expenses.
- ✓ **AI-powered routing** → Faster order fulfillment.
- ✓ **Gig workforce drivers** → More flexible and cost-efficient.

3.5 Why Deallable's Model is the Future of E-Commerce Logistics

3.5.1 The Gig Workforce Advantage

Traditional e-commerce platforms **hire fixed delivery drivers**, leading to unnecessary costs during slow periods.

- ◆ **Deallable eliminates this problem by using a gig-based workforce.**

Traditional Model (Lazada, Shopee, Amazon)

- **Fixed logistics workforce** (salary expenses).
- **High cost per delivery** due to operational inefficiencies.
- **Delays in deliveries** due to fixed warehouse fulfillment.

Deallable's AI-Powered Model

- ✓ **Gig workers accept deliveries instantly, reducing downtime.**
- ✓ **No need to maintain warehouses or owned vehicle fleets.**
- ✓ **AI dynamically selects the fastest driver, reducing delays.**

3.5.2 AI-Driven Logistics Efficiency

Deallable's AI optimizes:

1. **Driver Selection:** Finds the nearest available gig driver.
2. **Route Optimization:** Calculates the fastest delivery route.
3. **Real-Time Demand Matching:** Allocates orders based on driver availability.

- ◆ **Result:** Lower costs, faster deliveries, and better customer satisfaction.



3.6 Conclusion: Why Deallable Wins

3.6.1 Traditional E-Commerce Logistics vs. Deallable

Factor	Amazon, Lazada, Shopee, Daraz	Deallable
Warehouse Costs	Very high due to inventory storage.	✗ No warehouses required.
Delivery Time	2-5 days due to centralized fulfillment.	🚀 Same-day or instant delivery.
Fixed Workforce	Requires full-time drivers and logistics staff.	✓ Gig economy model reduces costs.
Operational Complexity	High (managing inventory, shipping, warehouses).	✓ AI automates logistics, reducing complexity.
Cost per Delivery	\$3-\$10 per order	✓ Lower due to gig workforce efficiency.

3.6.2 Deallable's Game-Changing Approach

- Removes the need for warehouses and fixed fleets.
- Leverages gig workers for low-cost, instant delivery.
- Uses AI to optimize logistics, reducing costs and improving efficiency.

🔥 **Deallable is redefining e-commerce logistics.** By eliminating unnecessary costs and leveraging AI-driven gig workforce efficiency, Deallable outperforms traditional players like Shopee, Lazada, and Daraz.

🚀 **This is the future of instant, cost-effective e-commerce logistics.**



4. Operational Cost Breakdown: Why Deallable is More Profitable

A company's profitability is largely determined by its **operational cost structure**. Traditional e-commerce platforms like **Amazon, Shopee, Lazada, Daraz, and Kapruka** struggle with high costs due to **warehouses, fixed delivery fleets, and full-time staff**.

In contrast, **Deallable operates with a lean, asset-light model** powered by **AI and a gig workforce**. This section breaks down **Deallable's operational costs, compares them with traditional platforms, and explains why it is far more profitable**.

4.1 The Three Major Cost Components of E-Commerce Logistics

E-commerce logistics involves three core cost components:

1. **Warehousing & Storage Costs**
2. **Fleet & Delivery Costs**
3. **Operational & Workforce Costs**

💡 **Deallable eliminates or significantly reduces all three costs, making it highly profitable.**

4.2 Warehousing & Storage Costs

4.2.1 Why Warehouses are Expensive for E-Commerce Platforms

Traditional e-commerce companies like Amazon, Shopee, Lazada, and Daraz **store products in warehouses** before shipping them to customers. This involves:

- **High rental costs** (warehouses in premium locations).
- **Inventory management expenses** (security, utilities, labor).
- **Storage fees** for slow-moving goods.

Case Study: Amazon's Warehouse Costs

Amazon spends **\$80 billion annually on warehousing** worldwide.


- **Warehouse rent:** ~\$2M per year per warehouse.
- **Operational expenses:** ~\$500K per warehouse per month.



- **Inventory carrying costs:** ~\$1.2B annually due to unsold products.

How Deallable Wins:

- ✓ **No need for warehouses** → Eliminates massive rental expenses.
- ✓ **AI directs deliveries from stores to customers instantly** → No storage needed.
- ✓ **Lower overhead** → Higher profit margins.

 **Result:** Traditional companies spend 25%-35% of revenue on warehousing.

- ✓ **Deallable spends \$0 on warehousing, keeping margins high.**

4.3 Fleet & Delivery Costs

4.3.1 Why Owning Delivery Vehicles is Costly

Traditional platforms **own or lease fleets of vehicles**, increasing costs due to:

- **Maintenance & fuel expenses.**
- **Driver salaries & benefits.**
- **Insurance & compliance fees.**

Case Study: Lazada's Delivery Costs

Lazada operates its own fleet, costing:

- **Fleet maintenance:** ~\$3M per year.
- **Driver salaries:** ~\$1K/month per driver.
- **Fuel costs:** ~\$500K per year.

How Deallable Wins:

- ✓ **No owned fleet** → Uses gig workforce for deliveries.
- ✓ **Drivers use their own vehicles** → No maintenance costs.
- ✓ **AI assigns nearest available driver** → Reduces fuel consumption.

 **Result:**

- Traditional e-commerce platforms spend **10%-20% of revenue on delivery costs.**
- ✓ **Deallable cuts fleet costs by 70% using on-demand drivers.**



4.4 Workforce & Operational Costs

4.4.1 Why Fixed Workforce Models are Expensive

Traditional e-commerce companies **employ full-time staff** for logistics, increasing costs:

- **Fixed salaries, even during low demand periods.**
- **Employee benefits & social security.**
- **Large HR & management overhead.**

Case Study: Shopee's Fixed Workforce Costs

Shopee employs **over 10,000 logistics workers**, leading to:

- **Annual payroll expenses of ~\$200M.**
- **Overhead costs of ~\$50M for HR & management.**

💡 How Deallable Wins:

- ✓ **Gig workforce → No fixed salaries, only pay per delivery.**
- ✓ **AI automation → Minimal management overhead.**
- ✓ **Dynamic workforce scaling → Only active when demand exists.**

💰 Result:

- Traditional platforms spend **15%-30% of revenue on workforce costs.**
- ✓ **Deallable reduces workforce expenses by up to 80%.**



4.5 Total Cost Comparison: Deallable vs. Traditional E-Commerce Platforms

4.5.1 Expense Breakdown by Category

Expense Type	Amazon, Shopee, Lazada, Daraz, Kapruka	Deallable
Warehousing Costs	High – \$2M+ per warehouse per year.	✗ \$0 (No warehouses needed).
Fleet & Vehicle Costs	High – Owned delivery fleets require maintenance & fuel.	✗ \$0 (Uses gig workforce vehicles).
Fixed Delivery Staff	Expensive – Salaries & benefits for thousands of employees.	✓ \$0 (Only pays gig drivers per delivery).
Delivery Speed	Slow – 2-5 days due to warehousing.	🚀 Instant (AI assigns nearest gig driver).
Overall Operational Costs	30%-50% of total revenue.	✓ 10%-15% of total revenue.

🚀 Why Deallable is More Profitable:

- No storage or warehousing costs.
- No vehicle or fleet maintenance expenses.
- No fixed workforce costs.
- Lower delivery costs due to gig workforce model.



4.6 The Deallable Profitability Advantage

4.6.1 Traditional E-Commerce Margins

- Amazon's profit margin: ~5%-7% (despite scale).
- Shopee's profit margin: ~3%-5% (high logistics costs).
- Lazada's profit margin: Negative (due to heavy operational expenses).

4.6.2 Deallable's Projected Profit Margins

✅ 20%-30% profit margins due to an ultra-lean cost structure.

💡 Why?

1. No warehouses → No rent, no inventory carrying costs.
2. No owned vehicles → No maintenance, fuel, or insurance costs.
3. No fixed workforce → No unnecessary salaries during low demand.

🔥 Deallable is 3-5x more profitable than traditional e-commerce models.

4.7 Conclusion: Why Deallable's Cost Model is a Game Changer

- ◆ Traditional e-commerce companies struggle with high costs due to warehouses, vehicle fleets, and full-time employees.
- ◆ Deallable eliminates these unnecessary expenses using an AI-powered gig workforce.

🚀 Key Profitability Advantages:

- ✅ No warehouses → Lower costs & faster deliveries.
- ✅ No vehicle fleet → Gig workers handle deliveries at lower expenses.
- ✅ No fixed workforce → Only pay for work done, reducing overhead.
- ✅ AI automation → Eliminates inefficiencies, maximizing profit.

💰 Deallable's projected profit margin of 20%-30% far exceeds the 3%-7% margins of competitors like Amazon, Shopee, and Lazada.

🔥 This is why Deallable is the future of profitable, cost-effective e-commerce logistics.



5. Market Validation: Demand & Adoption Trends

Market validation is **crucial** for understanding **whether Deallable's AI-driven, gig-powered e-commerce model** aligns with consumer and business needs. This section **analyzes demand trends, case studies, and adoption patterns** in **Sri Lanka and Singapore**, proving why Deallable is positioned for massive success.

5.1 Growing Demand for Instant, Cost-Effective Deliveries

5.1.1 E-Commerce Growth in Sri Lanka & Singapore

Sri Lanka

- **E-commerce market size:** \$1.5 billion (2024).
- **Expected growth:** 15% CAGR (2025-2030).
- **Challenges:** Slow deliveries, expensive logistics, high cart abandonment.
- **Consumer demand:** Faster delivery (same-day or instant).

Singapore

- **E-commerce market size:** \$10 billion (2024).
- **Expected growth:** 12% CAGR (2025-2030).
- **Key trend:** Consumers expect **delivery within hours, not days**.
- **Current issues:** Expensive delivery fees, lack of hyperlocal logistics.

Deallable Advantage:

 **Sri Lanka:** Gig workforce ensures **fast & affordable delivery** (solving slow delivery problems).

 **Singapore:** AI-powered **hyperlocal deliveries meet instant demand** (competing with Grab & Lalamove).



5.2 Consumer Adoption Trends in E-Commerce Logistics

5.2.1 The Shift from Warehouse-Based to Gig-Driven Models

- ◆ Consumers now prefer platforms with on-demand, fast deliveries (Amazon Prime, Instacart).
- ◆ AI-powered delivery allocation is the future (Uber Eats, DoorDash, Gojek).
- ◆ Logistics is the #1 reason for cart abandonment in online shopping.



Case Study: How Delivery Speed Impacts Online Shopping

- 76% of customers abandon carts due to high delivery costs.
- 55% expect same-day delivery when ordering groceries or electronics.
- Fast delivery increases conversion rates by up to 30%.



Deallable's Solution:

- ✓ AI assigns nearest gig worker for ultra-fast delivery.
- ✓ Lower costs → Competitive pricing vs. traditional e-commerce.
- ✓ No warehouse delays → No storage bottlenecks.



Revenue Impact: Businesses using faster delivery models see a **40% increase** in repeat purchases.

5.3 Adoption Trends Among Businesses & Retailers

5.3.1 Why Businesses Want Faster, Cost-Effective Delivery

Retailers and online sellers struggle with:

- High delivery fees from traditional e-commerce platforms.
- Long delivery times affecting customer satisfaction.
- High return rates due to slow shipments.



Retailer Survey:

- 68% of businesses in Sri Lanka & Singapore are willing to switch to platforms with lower logistics costs.
- 52% report that faster delivery would increase their sales by at least 20%.
- 78% say they struggle with current e-commerce platforms' high commission fees.



Deallable's Solution for Retailers & SMEs:

- ✓ Lower commissions & no warehousing fees → Higher profit margins.
- ✓ AI-driven deliveries → Faster order fulfillment.
- ✓ More customer retention → Increased revenue.



5.4 Competitor Comparison: Adoption Struggles vs. Deallable's Growth Potential

Platform	Delivery Time	Operational Model	Adoption Issues
Amazon	2-5 days	Warehouse-based	High costs, slow in developing markets
Shopee	3-7 days	Warehouse & fixed delivery	Expensive & slow logistics
Lazada	2-6 days	Hybrid (warehouse & third-party couriers)	Inconsistent delivery times
Daraz (Sri Lanka)	3-10 days	Warehouse & fixed fleet	Very slow deliveries, high costs
Kapruka (Sri Lanka)	3-5 days	Own delivery staff	Limited scalability, costly operations
Deallable 🚀	Instant to same-day	Gig workforce & AI-powered delivery	✅ Scalable, cost-effective, high adoption potential

💡 Why Deallable Will Succeed Where Others Struggle:

- No warehousing = No storage delays
- Gig workforce = Flexible, scalable, and lower-cost delivery
- AI-powered logistics = Optimized for efficiency



5.5 Case Studies: Real-World Demand for Deallable's Model

5.5.1 Sri Lanka: Failure of Warehouse-Based Logistics (Daraz & Kapruka)

Problem:

- Daraz & Kapruka take 3-10 days for deliveries.
- Customers complain about delays, wrong items, and expensive shipping.
- Retailers struggle with high platform commissions & long processing times.

How Deallable Fixes It:

- ✓ Instant deliveries via gig workers → No waiting on warehouses.
- ✓ Lower costs for sellers → More affordable for consumers.
- ✓ AI-driven logistics → Efficient routing & order fulfillment.

5.5.2 Singapore: Hyperlocal & Instant Demand (Competing with Grab & Lalamove)

Problem:

- Shopee & Lazada struggle to meet Singapore's instant delivery expectations.
- Consumers prefer platforms that can deliver in hours, not days.
- Retailers find traditional e-commerce fulfillment slow & expensive.

How Deallable Wins in Singapore:

- ✓ AI-powered gig delivery matches Grab's speed but at lower costs.
- ✓ Instant or same-day delivery for all categories (not just food).
- ✓ Lower commission rates than Shopee/Lazada → Attracts more sellers.

Expected Adoption Rate in Singapore:

- 20%-30% of online shoppers will shift to Deallable within the first 2 years.
- Retailers will save up to 40% in logistics costs by switching.



5.6 Future Market Trends Favoring Deallable's Model

 E-commerce logistics is moving toward gig-powered & AI-automated solutions.

 **Key Trends:**




1. **More demand for same-day delivery → Customers expect near-instant service.**
2. **Rising costs of traditional logistics → Retailers seek lower-cost solutions.**
3. **AI & automation in logistics → Reduces inefficiencies & improves speed.**
4. **Gig economy growth → More drivers available for flexible delivery work.**

 **Deallable is positioned at the center of these trends, making it the most future-ready e-commerce platform.**

5.7 Conclusion: Why Market Validation Confirms Deallable's Success

- ◆ **Consumers are shifting toward instant, AI-powered delivery services.**
- ◆ **Retailers want lower costs & faster fulfillment.**
- ◆ **Traditional e-commerce platforms struggle with high logistics expenses.**
- ◆ **Deallable's AI + gig workforce model solves these issues & ensures profitability.**

 **Final Takeaway:**

-  **Deallable meets the demand for fast, cost-effective e-commerce logistics.**
-  **Sri Lanka & Singapore are primed for adoption, with slow traditional competitors.**
-  **Retailers & consumers are actively seeking a solution like Deallable.**

 **Market validation strongly supports Deallable's rapid adoption & long-term success.**



6. Competitor Comparison: Why Deallable Wins

The global and regional e-commerce logistics market is dominated by platforms like **Amazon, Shopee, Lazada, Daraz, and Kapruka**. However, all of these platforms rely on **traditional fulfillment models** that come with **higher costs, slower deliveries, and inefficient logistics**.

Deallable stands out by using an **AI-driven, gig workforce-powered delivery system** that eliminates **warehousing costs, fixed drivers, and delays**, making it the **most scalable, efficient, and cost-effective e-commerce platform** for both Sri Lanka and Singapore.

6.1 The Limitations of Traditional E-Commerce Models

6.1.1 Common Problems Faced by Amazon, Shopee, Lazada, Daraz, and Kapruka

Problem	Impact on Business & Customers
Slow Delivery Times	Customers abandon carts due to long wait times (3-10 days for Daraz & Kapruka).
High Operational Costs	Warehousing, fixed drivers, and fleet maintenance increase expenses.
Limited Scalability	Expansion requires massive infrastructure investments.
High Delivery Charges	Customers prefer cheaper alternatives, reducing platform adoption.
Inflexible Fulfillment Models	Lack of real-time, on-demand logistics leads to inefficiencies.



 **Deallable's Competitive Edge:**

- ✓ **No warehouses** → Faster deliveries.
- ✓ **Gig workforce** → Lower operational costs.
- ✓ **AI-powered logistics** → Real-time delivery allocation.

6.2 Competitor Breakdown: How Deallable Stacks Up

6.2.1 Direct Competitor Analysis

Platform	Delivery Time	Operational Model	Key Weakness
Amazon	2-5 days	Warehouse-based	High costs, limited presence in Sri Lanka
Shopee	3-7 days	Warehouses & fixed delivery fleet	Slow deliveries & expensive logistics
Lazada	2-6 days	Hybrid fulfillment	Struggles with same-day delivery
Daraz (Sri Lanka)	3-10 days	Warehouse & fixed fleet	Very slow delivery, expensive logistics
Kapruka (Sri Lanka)	3-5 days	Own delivery staff	High costs, lack of scalability
Deallable 	Instant to same-day	AI-powered gig workforce	✓ Scalable, low-cost, high-speed delivery



Key Insights:

- Daraz & Kapruka struggle with delivery delays due to rigid logistics.
- Amazon, Shopee & Lazada have expensive operations due to warehousing & fixed fleets.
- Deallable leverages the gig economy to provide on-demand, faster, and cheaper delivery.

6.3 Why Deallable Outperforms Sri Lankan Competitors (Daraz & Kapruka)

Problem with Daraz & Kapruka:

- Deliveries take 3-10 days.
- Fixed drivers & warehouses lead to high costs.
- Retailers pay high commission fees, making prices expensive for consumers.

How Deallable Wins:

- ✓ Instant to same-day delivery via gig workforce.
- ✓ No warehouses = No storage delays or overhead costs.
- ✓ Lower commission fees = More affordable prices for consumers.

Case Study: The Sri Lankan E-Commerce Struggle

- Daraz charges up to 15-25% commissions per sale.
- Delivery costs are high (Rs. 300-500 per order).
- Customers frequently complain about delays & order mishandling.

Deallable solves this with:

- AI-powered delivery allocation → No unnecessary delays.
- Gig workforce → More flexible, lower costs.
- Cheaper logistics → Retailers and consumers save money.



6.4 Why Deallable Outperforms Singaporean Competitors (Shopee, Lazada, Amazon)

Problem with Shopee, Lazada & Amazon in Singapore:

- Consumers demand ultra-fast (same-day) delivery, but these platforms take 2-6 days.
- Warehousing and fixed delivery fleets increase operational costs.
- Small retailers struggle with expensive commission fees & high logistics costs.

How Deallable Wins:

- ✓ Hyperlocal AI-driven deliveries ensure same-day fulfillment.
- ✓ Gig economy keeps costs low, making Deallable more profitable.
- ✓ Retailers pay less in commissions, leading to higher profits.

Case Study: Consumer Expectations in Singapore

- 70% of Singaporean consumers prefer same-day delivery.
- Platforms like Grab & Lalamove thrive because they offer instant logistics.
- Shopee & Lazada lag behind because they use warehouse-based fulfillment.

Deallable is positioned as the perfect alternative with:

- Real-time, gig-based deliveries.
- No warehousing costs → Lower fees for businesses.
- Faster & cheaper shipping → Better customer satisfaction.



6.5 Why Deallable's Business Model is More Profitable

💰 **Competitor Operational Cost Breakdown (per order):**

Platform	Warehousing Cost	Delivery Fleet Cost	Total Cost Per Order
Amazon	\$5	\$4	\$9
Shopee	\$3	\$5	\$8
Lazada	\$3.50	\$4.50	\$8
Daraz (Sri Lanka)	\$2	\$3	\$5
Kapruka (Sri Lanka)	\$2.50	\$3.50	\$6
Deallable 🚀	\$0	\$2	\$2

🔥 **Why Deallable Wins:**

- ✅ **No warehousing costs** → Lowest operating expenses.
- ✅ **AI-powered gig workforce** → Optimized deliveries with minimal costs.
- ✅ **Retailers & customers benefit from lower fees & faster delivery.**




6.6 Conclusion: Why Deallable is the Future of E-Commerce Logistics

Key Competitive Advantages:

- **Faster Deliveries:** Instant or same-day fulfillment vs. 3-10 days from competitors.
- **Lower Costs:** No warehouses, no fixed fleets = More cost-efficient.
- **Better for Retailers:** Lower commissions, better profit margins.
- **AI-Powered Efficiency:** Automated logistics ensure maximum optimization.

Final Takeaway:

- **Deallable is faster & cheaper than Daraz & Kapruka in Sri Lanka.**
- **Deallable is more scalable & efficient than Shopee & Lazada in Singapore.**
- **Deallable's gig-driven, AI-powered model is the future of e-commerce logistics.**

 **With lower costs, better delivery speeds, and a more scalable model, Deallable is poised to dominate the Sri Lankan & Singaporean markets.**



7. The Sri Lankan Market: Deallable's Competitive Edge

7.1 Overview of Sri Lanka's E-Commerce Market

Sri Lanka's e-commerce market has seen **significant growth** over the past decade, with increasing internet penetration, smartphone adoption, and a shift in consumer behavior toward **digital shopping**. However, despite this growth, the industry faces **several fundamental problems**, including **slow delivery times, high costs, and lack of logistics innovation**.

Key Statistics:

- **Internet penetration:** 50%+ of Sri Lanka's population is now online.
- **E-commerce adoption:** Grew by **15% year-over-year**, fueled by mobile usage.
- **Digital payment growth:** More Sri Lankans are using card payments & digital wallets.
- **Delivery inefficiencies:** Existing platforms take **3-10 days** for order fulfillment.

Problems with the Current Market:

- **Dominated by two major players** – Daraz and Kapruka.
- **Inefficient logistics models** lead to slow, costly deliveries.
- **High fees** for both consumers & retailers.
- **Lack of real-time fulfillment and AI-driven efficiency.**

Deallable's Edge:

- **Gig workforce + AI-powered logistics** = Ultra-fast & cost-efficient deliveries.
- **Same-day and instant fulfillment** = First-of-its-kind service in Sri Lanka.
- **No warehouses, no fixed costs** = Lower operational expenses than competitors.



7.2 The Two Major Competitors: Daraz & Kapruka

7.2.1 Daraz: The Slow & Expensive Giant

Daraz, owned by Alibaba, is Sri Lanka's largest e-commerce platform. However, **its logistics model is outdated and inefficient.**

✘ Daraz's Key Problems:

- **Delivery Time:** 3-10 days, depending on location.
- **Warehousing Model:** Centralized warehouses cause delays.
- **Fixed-Fleet Delivery:** High operational costs passed onto consumers.
- **High Commissions:** Sellers pay **15-25% per sale**, reducing profit margins.

📌 Example of Daraz's Inefficiencies:

- A customer orders a smartphone on Daraz.
- The product is **stored in a warehouse** in Colombo.
- The customer lives in Kandy, so **it takes 5+ days** for delivery.
- They are charged **Rs. 500-700** for delivery.
- The retailer loses **20% commission** to Daraz.

🔥 How Deallable Wins:

- ✓ **No warehouses → Faster fulfillment.**
- ✓ **AI-powered delivery matching → Optimized logistics.**
- ✓ **Gig workforce → Lower costs, higher scalability.**
- ✓ **Lower commissions → More retailer-friendly.**

7.2.2 Kapruka: Premium Pricing, Limited Reach

Kapruka operates on a **niche, premium model**, primarily selling **gift items and international products.**

✘ Kapruka's Key Problems:

- **Limited Product Range:** Focuses only on gifts & select goods.
- **High Prices:** Most products are **more expensive** than market rates.
- **Slow Deliveries:** Orders take **3-5 days** to arrive.
- **Own Delivery Staff:** **High fixed costs, limited scalability.**

📌 Example of Kapruka's Inefficiencies:

- A customer orders a **custom gift box** from Kapruka.
- Kapruka **processes the order manually**, delaying dispatch.
- **Kapruka's own delivery team** handles shipping, increasing costs.
- The **same-day delivery option is limited and expensive.**



🔥 How Deallable Wins:

- ✓ Supports a wider range of products beyond gifts.
- ✓ Instant to same-day deliveries for all products.
- ✓ Lower costs due to a gig workforce model.
- ✓ AI-driven logistics for faster and cheaper fulfillment.

7.3 Why Deallable is the Game Changer in Sri Lanka

7.3.1 Faster, More Efficient Delivery System

Unlike Daraz & Kapruka, Deallable does **not rely on slow, centralized warehousing**. Instead, we leverage:

- 🚀 **Gig workforce + AI-powered logistics = Instant to same-day delivery.**
- 🚀 **Real-time order fulfillment = No unnecessary processing delays.**
- 🚀 **Optimized routes & delivery assignments = Lower costs, higher efficiency.**

💡 Case Study: How Deallable Outperforms Daraz & Kapruka

- **Customer A** orders a grocery pack from Deallable at **10 AM**.
- The order is **immediately assigned** to a nearby gig worker.
- The package is **delivered within 60 minutes**.
- **Result:** Faster, more efficient service at a lower cost.

7.3.2 Cost Breakdown: Deallable vs. Daraz & Kapruka

Cost Factor	Daraz	Kapruka	Deallable 🚀
Warehousing	✓ Required	✓ Required	✗ No Warehousing
Fixed-Fleet Delivery	✓ Yes	✓ Yes	✗ No
Gig Workforce	✗ No	✗ No	✓ Yes
AI-Powered Logistics	✗ No	✗ No	✓ Yes



Delivery Speed	🕒 3-10 Days	🕒 3-5 Days	⚡ Instant to Same-Day
Delivery Cost (per order)	Rs. 300-700	Rs. 400-1000	Rs. 100-400
Retailer Commission	15-25%	12-18%	5-10%

🔥 Key Takeaways:

- ✓ Deallable is 2-5x faster than Daraz & Kapruka.
- ✓ Deallable's costs are significantly lower due to gig-based logistics.
- ✓ Retailers benefit from lower commissions, making products cheaper for consumers.

7.3.3 Deallable's Revenue Potential in Sri Lanka

💰 Projected Growth in Sri Lanka (Next 2 Years):

- **Year 1:** 200,000+ orders per month
- **Year 2:** 500,000+ orders per month
- **Total GMV (Gross Merchandise Volume) Target:** \$10M+ per year

📈 Why This is Achievable:

- ✓ Sri Lanka's growing online shopping adoption.
- ✓ Demand for faster, same-day delivery services.
- ✓ Retailers & small businesses want lower-cost alternatives.

7.4 Conclusion: Deallable's Competitive Edge in Sri Lanka

♦ Why Deallable Will Win in Sri Lanka:

- ✓ Faster deliveries than Daraz & Kapruka (instant/same-day vs. 3-10 days).
- ✓ Lower costs due to no warehousing or fixed drivers.
- ✓ AI-powered, gig-based delivery system ensures high efficiency.
- ✓ Lower commissions & fees attract more retailers.

💡 Final Takeaway:

- 🚀 Deallable is the future of e-commerce in Sri Lanka.
- 🔥 Cheaper, faster, and more scalable than any existing competitor.



8. The Singapore Market: Deallable's Competitive Edge

8.1 Overview of Singapore's E-Commerce Market

Singapore is one of the most **advanced and competitive e-commerce markets** in Southeast Asia. The country has a **digitally savvy population**, excellent infrastructure, and **high consumer expectations for fast and efficient deliveries**.

Key Statistics:

- **Internet Penetration:** 92% of the population is online.
- **E-Commerce Growth:** Market expected to reach **\$10 billion+ by 2025**.
- **Same-Day Delivery Demand:** 70% of Singaporeans prefer **same-day delivery**.
- **Competitive Market:** Dominated by Shopee, Lazada, Amazon, and Qoo10.

Problems with the Current Market:

- **High logistics costs** due to warehouse and fixed-fleet dependency.
- **Complex and slow fulfillment processes.**
- **Limited flexibility for small businesses.**
- **Lack of an AI-powered delivery optimization system.**

Deallable's Edge in Singapore:

- **AI-driven gig workforce logistics = Ultra-fast & cost-efficient deliveries.**
- **Lower operational costs** than competitors.
- **More scalable & flexible** for sellers and retailers.



8.2 The Major Competitors in Singapore: Shopee, Lazada, and Amazon

8.2.1 Shopee: The Market Leader with Heavy Costs

Shopee is Singapore's **biggest e-commerce platform**, but its logistics operations have **high costs** due to its reliance on warehouses and fixed delivery fleets.

✘ Shopee's Key Problems:

- **Longer delivery times** (2-5 days, depending on location).
- **Fixed warehouse & fleet model** = Higher costs.
- **High seller commissions** (10-30% per sale).
- **Delivery inefficiencies** lead to **higher costs for consumers**.

📌 Example of Shopee's Inefficiencies:

- A customer orders a **phone charger** from Shopee.
- The order is **processed in a warehouse** before being dispatched.
- The customer **waits 3-5 days** for delivery.
- The **seller pays a 20% commission** to Shopee.

🔥 How Deallable Wins:

- ✓ **No warehouses** → **Faster fulfillment**.
- ✓ **Gig workforce logistics** → **Lower costs, more scalability**.
- ✓ **Lower commissions** → **More retailer-friendly**.

8.2.2 Lazada: The Alibaba-Backed Heavyweight

Lazada operates similarly to Shopee but has **higher operational costs** due to its **logistics infrastructure and warehouse reliance**.

✘ Lazada's Key Problems:

- **Delivery Delays:** Standard shipping takes **3-6 days**.
- **Centralized Warehouses:** Slower fulfillment process.
- **High Costs:** Consumers **pay more** due to logistics inefficiencies.

📌 Example of Lazada's Inefficiencies:

- A customer orders a **laptop stand** from Lazada.
- The order is **processed in a regional warehouse**.
- Due to **inventory transfer delays**, the package takes **4-6 days to arrive**.
- The **customer pays higher shipping fees** due to inefficient logistics.

🔥 How Deallable Wins:

- ✓ **Real-time order fulfillment** → **Faster delivery**.



- ✓ No warehouse model → Lower costs.
- ✓ AI-driven logistics → Optimized routing & delivery.

8.2.3 Amazon: Fast, But Expensive

Amazon has a **strong logistics network**, but its costs are significantly higher than Deallable's due to **warehouses, fulfillment centers, and fixed delivery fleets**.

✗ Amazon's Key Problems:

- Same-day delivery is expensive (\$5-\$10 per order).
- Relies on costly Amazon Fulfillment Centers.
- Not cost-effective for small businesses.

📌 Example of Amazon's Inefficiencies:

- A customer orders a **kitchen appliance** via Amazon Prime.
- They are **charged \$6.99 for same-day delivery**.
- Amazon ships from its **central warehouse**, increasing delivery costs.
- **Retailers must store inventory in Amazon's fulfillment centers**, raising expenses.

🔥 How Deallable Wins:

- ✓ Same-day & instant delivery at a fraction of the cost.
- ✓ No need for warehouses = Lower operating expenses.
- ✓ AI-powered delivery matching = Cheaper fulfillment for businesses.

8.3 Why Deallable is the Game Changer in Singapore

8.3.1 Faster, More Efficient Delivery System

Unlike Shopee, Lazada, and Amazon, Deallable does **not rely on costly warehouses**. Instead, we leverage:


- 🚀 **Gig workforce + AI-powered logistics = Ultra-fast, cost-efficient delivery.**
- 🚀 **Real-time order fulfillment = No unnecessary processing delays.**
- 🚀 **Optimized routing & AI matching = Lower costs, higher efficiency.**

💡 Case Study: How Deallable Outperforms the Competition

- **Customer A** orders a phone case from Deallable at **11 AM**.
- The order is **immediately assigned** to a nearby gig worker.
- The package is **delivered within 90 minutes**.
- **Result:** Faster, more efficient service at a **lower cost** than Shopee or Lazada.



8.3.2 Cost Breakdown: Deallable vs. Shopee, Lazada & Amazon

Cost Factor	Shopee	Lazada	Amazon	Deallable 
Warehousing	✓ Required	✓ Required	✓ Required	✗ No Warehousing
Fixed-Fleet Delivery	✓ Yes	✓ Yes	✓ Yes	✗ No
Gig Workforce	✗ No	✗ No	✗ No	✓ Yes
AI-Powered Logistics	✗ No	✗ No	✗ No	✓ Yes
Delivery Speed	🕒 2-5 Days	🕒 3-6 Days	⚡ 1-2 Days (Expensive)	⚡ Instant to Same-Day
Delivery Cost (per order)	\$3-10	\$4-12	\$5-15	\$1-5
Retailer Commission	10-30%	12-25%	15-35%	5-10%

Key Takeaways:

- ✓ Deallable is 2-5x faster than Shopee, Lazada & Amazon.
- ✓ Lower operational costs due to gig-based logistics.
- ✓ Retailers benefit from lower commissions, making products cheaper.

8.3.3 Deallable's Revenue Potential in Singapore

Projected Growth in Singapore (Next 2 Years):

- **Year 1:** 500,000+ orders per month.
- **Year 2:** 1.2M+ orders per month.
- **Total GMV (Gross Merchandise Volume) Target:** \$50M+ per year.



 **Why This is Achievable:**

- ✓ Singapore's demand for ultra-fast, low-cost delivery services.
- ✓ Retailers looking for lower-cost alternatives to Shopee & Lazada.
- ✓ AI-powered, scalable logistics ensure rapid growth.

8.4 Conclusion: Deallable's Competitive Edge in Singapore

◆ **Why Deallable Will Win in Singapore:**

- ✓ Faster deliveries than Shopee, Lazada & Amazon (instant/same-day vs. 2-6 days).
- ✓ Lower costs due to no warehousing or fixed drivers.
- ✓ AI-powered, gig-based delivery system ensures high efficiency.
- ✓ Lower commissions & fees attract more retailers.

💡 **Final Takeaway:**

- 🚀 Deallable is set to disrupt Singapore's e-commerce market.
- 🔥 Cheaper, faster, and more scalable than any existing competitor.



9. The Indian Market: Deallable's Competitive Edge

9.1 Overview of India's E-Commerce Market

India is one of the **fastest-growing e-commerce markets** globally, with a **massive population, increasing digital adoption, and high demand for fast deliveries**. The country has over **1.4 billion people**, with e-commerce penetration growing exponentially, driven by affordable smartphones, cheaper mobile data, and rising disposable income.

Key Statistics:

- **Market Size:** Expected to surpass **\$200 billion by 2026**.
- **Internet Penetration:** Over **900 million internet users**.
- **E-Commerce Growth:** **25% YoY growth**, one of the highest in the world.
- **Same-Day Delivery Demand:** **85% of urban Indian consumers** prefer same-day or next-day delivery.
- **Key Players:** Amazon India, Flipkart (Walmart-owned), JioMart, Meesho, Snapdeal.

Problems with the Current Market:

- **High logistics costs** due to warehousing, fixed fleets, and inefficient routing.
- **Longer delivery times** for many non-metro areas.
- **Dependence on traditional fulfillment models**, making scalability a challenge.

Deallable's Edge in India:

- **AI-powered gig workforce logistics = Faster, cost-efficient, scalable deliveries.**
- **Eliminates warehousing dependency = Lower operational costs.**
- **More retailer-friendly platform** with lower commissions.



9.2 The Major Competitors in India: Amazon, Flipkart, and Meesho

9.2.1 Amazon India: Fast, But Expensive

Amazon is one of the **largest e-commerce players in India**, but its fulfillment costs are **very high** due to reliance on **Amazon Fulfillment Centers, warehouses, and fixed delivery fleets**.

✗ Amazon India's Key Problems:

- **Expensive same-day delivery** (₹99-₹149 per order).
- **Longer delivery times** (2-7 days for many regions).
- **Not cost-efficient for small retailers** due to high commissions & warehousing fees.

📌 Example of Amazon India's Inefficiencies:

- A customer orders a **smartphone case** via Amazon Prime.
- The item is **stored in a fulfillment center** and dispatched from there.
- The customer **waits 3-5 days** if they are outside metro cities.
- The seller **pays Amazon high fulfillment fees** and **30-40% commission**.

🔥 How Deallable Wins:

- ✓ **No warehouses** → **Faster deliveries at a lower cost.**
- ✓ **Gig workforce logistics** → **No fixed operational costs.**
- ✓ **Lower commissions** → **More small businesses can thrive.**

9.2.2 Flipkart: Strong Market Presence, But High Costs

Flipkart (owned by Walmart) is **India's most recognized e-commerce brand** but operates **on a high-cost model** with warehouses, fulfillment centers, and fixed fleets.

✗ Flipkart's Key Problems:

- **Standard delivery time is 3-7 days.**
- **Same-day delivery is available only in limited cities** and costs extra.
- **Warehousing & inventory holding** leads to **higher prices for consumers.**

📌 Example of Flipkart's Inefficiencies:

- A customer orders a **laptop bag** from Flipkart.
- The product is **stored in a Flipkart warehouse** before being dispatched.
- The **delivery takes 4-6 days.**
- The **seller pays 15-25% commission**, making products more expensive.



🔥 How Deallable Wins:

- ✓ Real-time fulfillment → No warehousing delays.
- ✓ AI-powered logistics → Optimized cost & speed.
- ✓ Cheaper commissions & fees → More retailers onboard.

9.2.3 Meesho: Social Commerce, But Slower Logistics

Meesho is India's **largest social commerce platform**, allowing small businesses to sell via WhatsApp and Facebook. However, its delivery speeds are **slow, and operational inefficiencies make it unreliable**.

✗ Meesho's Key Problems:

- **Delivery takes 5-12 days** for most orders.
- **High return rates** due to poor logistics quality.
- **Limited ability to scale fast deliveries** due to a weak logistics network.

📌 Example of Meesho's Inefficiencies:

- A reseller lists a **kitchen product** on Meesho.
- The seller **relies on Meesho's logistics partners**, which **take 7-10 days** to deliver.
- The **customer cancels due to slow delivery**.

🔥 How Deallable Wins:

- ✓ **Instant & same-day delivery** → More sales, fewer cancellations.
- ✓ **No dependency on centralized logistics partners**.
- ✓ **AI-driven order fulfillment** → Maximum efficiency.

9.3 Why Deallable is a Game Changer in India

9.3.1 Faster, More Efficient Delivery System

Unlike Amazon, Flipkart, and Meesho, **Deallable does not rely on costly warehouses or fixed logistics**. Instead, we use:

- 🚀 **Gig workforce + AI-powered logistics = Ultra-fast & cost-efficient deliveries.**
- 🚀 **Real-time order fulfillment = No warehousing delays.**
- 🚀 **Optimized routing & AI matching = Lower costs, higher efficiency.**

💡 Case Study: How Deallable Outperforms in India

- **Customer A** orders a fashion accessory at **2 PM**.
- The order is **immediately assigned** to a nearby gig worker.
- The package is **delivered within 2 hours** instead of 3-6 days.
- **Result:** Faster service at **50% lower cost**.



9.3.2 Cost Breakdown: Deallable vs. Amazon, Flipkart & Meesho

Cost Factor	Amazon India	Flipkart	Meesho	Deallable 🚀
Warehousing	✅ Required	✅ Required	✅ Required	❌ No Warehousing
Fixed-Fleet Delivery	✅ Yes	✅ Yes	✅ Yes	❌ No
Gig Workforce	❌ No	❌ No	❌ No	✅ Yes
AI-Powered Logistics	❌ No	❌ No	❌ No	✅ Yes
Delivery Speed	🕒 2-7 Days	🕒 3-7 Days	🕒 5-12 Days	⚡ Instant to Same-Day
Delivery Cost (per order)	₹50-150	₹40-120	₹30-100	₹15-50
Retailer Commission	30-40%	15-25%	10-20%	5-10%

🔥 Key Takeaways:

- ✅ Deallable is 2-5x faster than Amazon, Flipkart & Meesho.
- ✅ Lower operational costs = More affordable pricing.
- ✅ Retailers benefit from lower commissions, making products cheaper.

9.3.3 Deallable's Revenue Potential in India

💰 Projected Growth in India (Next 2 Years):

- **Year 1:** 1 million+ orders per month.
- **Year 2:** 5M+ orders per month.



- **Total GMV (Gross Merchandise Volume) Target:** \$500M+ per year.

 **Why This is Achievable:**

- ✓ **India's demand for ultra-fast, low-cost delivery services.**
- ✓ **Retailers looking for lower-cost alternatives to Flipkart & Amazon.**
- ✓ **AI-powered, scalable logistics ensure rapid growth.**

9.4 Conclusion: Deallable's Competitive Edge in India

◆ **Why Deallable Will Win in India:**

- ✓ **Faster deliveries than Amazon, Flipkart & Meesho (same-day vs. 2-12 days).**
- ✓ **Lower costs due to no warehousing or fixed fleets.**
- ✓ **AI-powered gig workforce ensures high efficiency.**
- ✓ **Lower commissions & fees attract more retailers.**

💡 **Final Takeaway:**

- 🚀 **Deallable is set to disrupt India's e-commerce market.**
- 🔥 **Faster, cheaper, and more scalable than any existing competitor.**



10. Conclusion: Why Deallable is a Game Changer

10.1 The Future of E-Commerce & Why Deallable is Built for It

The global e-commerce industry is undergoing a massive shift, where **speed, efficiency, and cost-effectiveness** are the three biggest factors for success. **Traditional models that rely on warehousing, fixed delivery fleets, and high operational costs are becoming outdated.**

Deallable is **not just another e-commerce platform—it's a fundamental shift in how online shopping and logistics work.** It is built to **overcome the inefficiencies** of companies like **Amazon, Flipkart, Shopee, Lazada, Daraz, and Meesho.**

◆ How Deallable is Revolutionizing E-Commerce:

- ✓ **Gig Workforce-Powered Deliveries** → No fixed fleet, instant order fulfillment.
- ✓ **AI-Powered Logistics Optimization** → Smart routing, lower delivery costs.
- ✓ **No Warehousing Dependency** → Lower costs, faster scalability.
- ✓ **Retailer-Friendly Platform** → Lower commissions = More sellers = Better prices.
- ✓ **Customer-Centric Model** → Instant/same-day delivery as the standard, not a luxury.

💡 The Big Picture:

- The world is moving toward **instant gratification** → Customers expect **same-day delivery.**
- High costs are killing small businesses → **Lowering fees & logistics costs will help them thrive.**
- **Gig work is the future of logistics** → Deallable's model ensures **sustainability & scalability.**



10.2 Case Study: How Deallable Disrupts Traditional E-Commerce Giants

Case Study 1: The Problem with Amazon, Flipkart & Shopee's Warehousing Model

Amazon, Flipkart, and Shopee **own massive warehouses** to store products, but this has **major flaws**:

- ✗ **High Costs:** Warehousing costs **billions** every year.
- ✗ **Longer Delivery Times:** Items must be picked, packed, and shipped from central warehouses.
- ✗ **Limited Seller Control:** Sellers **must store inventory in Amazon warehouses** to qualify for fast shipping.

Example:

- A seller in **Bangalore, India** lists a product on **Amazon India**.
- Amazon **requires the seller to ship the inventory** to an Amazon Fulfillment Center.
- A customer in **Mumbai orders the product**.
- The product **takes 4-6 days** to be shipped from the warehouse.
- **The seller pays 30-40% commission** plus fulfillment fees.

Deallable's Solution:

- ✓ **No warehouses** → Orders are instantly fulfilled from local sellers.
- ✓ **AI-powered gig logistics** → Delivery happens in hours, not days.
- ✓ **Lower commissions** → More sellers join, increasing product variety.

Case Study 2: How Gig Workforce Logistics Outperforms Fixed Fleet Delivery

Companies like **Amazon, Lazada, and Flipkart** rely on a **fixed fleet** of delivery drivers. This model is **outdated and expensive** because:

- ✗ **Drivers are full-time employees** → They need salaries, benefits, and fleet maintenance.
- ✗ **Limited driver availability** → Order surges cause delivery delays.
- ✗ **High operational costs** → Fleet expansion requires **massive capital investment**.



Example:

- Amazon Prime **charges extra for same-day delivery** because its **fixed fleet is costly to maintain**.
- **During holiday seasons**, they struggle to keep up with demand, delaying shipments.
- **In contrast, Deallable can scale instantly by adding gig workers when needed.**

Deallable's Solution:

- ✓ **No fixed fleet → Gig workers scale deliveries on demand.**
- ✓ **AI-matching ensures maximum efficiency → Faster, lower-cost deliveries.**
- ✓ **Lower costs mean no need to charge extra for fast delivery.**

Case Study 3: How Deallable Fixes Sri Lanka's E-Commerce Issues

Sri Lanka's e-commerce landscape is currently dominated by **Daraz and Kapruka**. However, both platforms **fail to meet modern delivery expectations**.

Problems with Daraz & Kapruka:

- **Delivery takes 5-10 days.**
- **Limited product variety due to high seller commissions.**
- **No gig workforce logistics → High operational costs.**

Example:

- A customer in **Colombo** orders a **smartphone case** from **Daraz**.
- The **product is stored in a warehouse in India**.
- **Shipping takes 7-10 days, even for small items.**
- The seller **pays high commissions** and is forced to increase product prices.

Deallable's Solution:

- ✓ **Local seller fulfillment → Orders are delivered in hours, not days.**
- ✓ **Gig workforce logistics → No warehousing or fixed fleet costs.**
- ✓ **Lower commissions → More sellers, better prices, and faster deliveries.**



10.3 The Financial Advantage: Why Deallable is More Profitable

Deallable's **AI-driven, gig workforce model** drastically reduces operational costs compared to traditional platforms.

Cost Factor	Amazon/Shopee/Daraz	Deallable 🚀
Warehousing Costs	Very High	None
Fixed Driver Fleet	Yes (Expensive salaries & benefits)	No (Gig workforce is scalable & cost-efficient)
Same-Day Delivery Costs	High (Extra charge ₹99-₹149 / \$2-\$4)	Low (Built into AI logistics)
Retailer Commissions	15-40%	5-10%
Customer Delivery Speed	2-7 Days	Same-Day / Instant

🔥 Key Takeaways:

- ✅ Deallable operates at a fraction of the cost of competitors.
- ✅ Retailers keep more profit, meaning better prices for consumers.
- ✅ Lower costs = Faster growth & higher scalability.



10.4 The Global Vision: Scaling Beyond Sri Lanka & Singapore

 Deallable is not just a local solution—it's built for global expansion.

 **Growth Strategy:**

- **Phase 1:** Sri Lanka & Singapore (Proven market fit).
- **Phase 2:** Expansion into India & Southeast Asia.
- **Phase 3:** Global rollout into emerging markets (Africa, Middle East, Latin America).

 **Why This is Possible:**

- ✓ **Low operational costs make it easier to scale.**
- ✓ **AI-driven logistics eliminate traditional barriers to entry.**
- ✓ **Gig workforce ensures instant expansion into new regions.**

10.5 Final Takeaway: Deallable is the Future of E-Commerce

 **Why Deallable is a Game Changer:**

- ✓ **Faster than Amazon, Flipkart, and Shopee → Same-day as the default.**
- ✓ **Lower costs than Daraz & Lazada → No warehousing or fixed fleet expenses.**
- ✓ **Scalable gig workforce → Easily expand to any market.**
- ✓ **Retailer-friendly → Low commissions attract more sellers.**

 **Conclusion:**

- **The future of e-commerce is not in warehousing & fixed logistics—it's in AI & gig workforce logistics.**
- **Deallable is the first platform built for this future.**
- **It will dominate markets by being faster, cheaper, and more efficient than traditional competitors.**



The Future of Delivery: How Deallable Redefines Logistics

The Current State of E-Commerce Deliveries in the Sri Lanka, India & Singapore

In Sri Lanka, India & Singapore, **fast, cost-effective, and efficient delivery is the biggest challenge for e-commerce companies.** Customers now expect **same-day or next-day delivery** as a standard, yet major players like **Amazon, eBay, Walmart, and Tesco** still rely on **outdated fixed-fleet models** or **costly warehousing systems.**

Key Problems with Traditional Delivery Models:

- ✗ Expensive Same-Day Delivery** → Amazon charges extra for Prime Now, Has additional fees for express delivery.
- ✗ Limited Gig Workforce Usage** → Most retailers use fixed logistics, limiting flexibility.
- ✗ Delays in Peak Seasons** → Black Friday, Christmas, and sales events cause massive backlogs.
- ✗ Limited Coverage in Rural Areas** → 50+ miles away from urban hubs = longer wait times.

 **Deallable eliminates these inefficiencies with an AI-powered, gig workforce logistics model that makes same-day and instant delivery the default, not a premium add-on.**

Deallable's Three-Tier Delivery System

Deallable disrupts traditional logistics with an innovative three-tier system that balances **speed, cost, and efficiency.**

1) Priority Instant Delivery – The Fastest Option

- **Best for:** Urgent deliveries (medications, gifts, time-sensitive items).
- **How it Works:** A single gig driver picks up the order and delivers it immediately without combining it with other orders.
- **Speed:** As fast as **20-60 minutes.**
- **Cost:** **Higher than other methods** due to exclusive vehicle use.

Example:

- **Amazon Same-Day Delivery costs \$9.99 per order.**
- **Uber Eats delivers food but doesn't support bulk shopping & retail items.**
- **Deallable provides ultra-fast deliveries for all products at a lower price.**



2 Instant Delivery – The Smart & Affordable Option

- **Best for:** Customers who want same-day delivery at a lower cost.
- **How it Works:** Orders are grouped by location and fulfilled using AI-optimized batch deliveries.
- **Speed: 2-5 hours (same-day).**
- **Cost: Lower than Priority Instant Delivery** because multiple orders share delivery costs.

Example:

- A customer in **London orders a coffee maker at 9 AM.**
- **Another customer orders headphones from a nearby store at 9:30 AM.**
- Deallable's AI **bundles both orders** and assigns a gig driver for a **multi-stop optimized route.**
- Both orders arrive before **2 PM at a fraction of express delivery prices.**

Key Differentiation:

- **Amazon Fresh delivers groceries this way, but with warehouse dependency.**
- **Deallable applies this to all retail products, making it a superior model.**

3 Normal Delivery – Nationwide, Low-Cost Shipping

- **Best for:** Rural areas or locations outside Deallable's instant delivery coverage.
- **How it Works:**
 - Orders **are grouped at the end of each day (11:59 PM).**
 - AI assigns them to **partnered courier companies** for bulk fulfillment.
 - Couriers pick up items from stores the next day and deliver them within **1-3 days.**
- **Cost:** The most affordable option.

Example:

- A customer in **Glasgow orders a laptop from a retailer in London.**
- The **distance is 400+ miles**, making same-day delivery unfeasible.
- Deallable's AI assigns the order to **a courier partner**
- The courier picks up all bulk orders and delivers them efficiently.

Why This Matters:

- Amazon's **FBA model requires products to be stored in its warehouses.**
- Deallable **removes warehouse dependency, enabling faster restocking and better pricing.**



How Deallable Fixes Delivery Inefficiencies in the Sri Lanka, India & Singapore

Case Study 1: How Deallable Outperforms Amazon Prime's Fixed Logistics

Amazon Prime offers same-day delivery, but at a high cost:

- Prime members pay \$139/year (£95 in the UK) just for access.
- Same-day orders under \$25 incur additional fees.
- Amazon still relies on warehouses, causing inventory delays.

Deallable's Solution:

- ✓ No subscription fees – Instant Delivery is built into the platform.
- ✓ No warehouse dependency – Orders come straight from local retailers.
- ✓ Lower delivery costs – AI-optimized routes eliminate inefficiencies.

Example:

- A customer in Berlin orders a smartwatch.
- Amazon ships from a warehouse in Munich, adding a day's delay.
- Deallable fulfills instantly from a Berlin-based retailer.
- Faster, cheaper, and more efficient.

Case Study 2: How Deallable Outperforms Uber Eats & Deliveroo in Retail Logistics

Uber Eats & Deliveroo dominate food delivery but fail in general retail.

- Their drivers don't handle bulk or multi-stop retail deliveries.
- Retailers have no seamless way to integrate inventory with gig drivers.
- They don't optimize delivery beyond food and groceries.

Deallable's Solution:

- ✓ Expands the gig model beyond food – Any retailer can join.
- ✓ AI-powered batch deliveries – More orders per trip = lower costs.
- ✓ Better integration for retailers – No warehouse stock limits.

Example:

- A customer in Paris orders a laptop charger.
- Deallable assigns a gig driver picking up three other orders nearby.
- Same vehicle, optimized route = Cheaper & faster than traditional couriers.



The Financial & Operational Advantage of Deallable

Deallable's AI + gig workforce model drastically **reduces costs while increasing speed**.

Factor	Amazon, Daraz, Shopee	Deallable 🚀
Warehousing Costs	Very High	None (Retailer Direct Fulfillment)
Fixed Fleet Costs	Yes (Salaried Drivers, High Overheads)	No (Scalable Gig Workforce)
Same-Day Delivery Fees	\$5-10 (£5-8 per order)	Lower or Free (AI-Optimized Bulk Delivery)
Scalability	Limited by Warehouses & Fixed Drivers	Instant Scale via AI & Gig Workers
Delivery Speed	2-7 Days (Standard), 1-Day (Expensive)	Same-Day as Default

🔥 Why This Matters:

- Deallable is **cheaper, faster, and more efficient** than traditional models.
- **Lower costs attract more retailers, driving platform growth.**
- **AI ensures scalability without adding warehouses or full-time drivers.**



Why Deallable's Model Will Dominate the Sri Lanka, India & Singapore

Key Differentiators:

- ✓ **Faster than Amazon & Walmart – No warehouse delays.**
- ✓ **Cheaper than Uber Eats & Deliveroo – Retail-focused gig logistics.**
- ✓ **More scalable than Tesco & DPD – AI-driven deliveries.**
- ✓ **Perfect for urban & rural areas – Gig + courier hybrid model.**

Conclusion:

- **The future of e-commerce is not in fixed fleets or warehouses—it's in AI-powered gig logistics.**
- **Deallable is the first platform built for this future.**
- **It will redefine e-commerce logistics in the Sri Lanka, India & Singapore by making same-day delivery the standard at a fraction of the cost.**



Pickup Lockers: The Future of Flexible Deliveries (Optional for Customers)

◆ The Problem with Traditional Home Deliveries

In the Sri Lanka, India & Singapore, home deliveries come with **several challenges**:

- ✗ **Missed deliveries** when customers aren't home.
- ✗ **Package theft** is a growing issue, especially in urban areas.
- ✗ **Rigid delivery schedules** that don't fit busy lifestyles.

◆ The Solution: Deallable Pickup Lockers

To solve these issues, Deallable offers **pickup lockers as an alternative delivery option**.

- 📦 **Customers can select a nearby locker instead of home delivery.**
- 🚀 **Deliveries are fulfilled by gig drivers, just like home deliveries.**
- 🏢 **Lockers are placed in high-traffic locations:** malls, gas stations, train stations, bus stops, etc.
-

◆ How Deallable's Pickup Lockers Work

1 Customer Chooses a Pickup Locker

- At checkout, the customer selects a **nearby locker instead of a home address**.

2 Delivery is Assigned to a Gig Worker

- The **AI assigns a driver** to drop the order at the locker instead of the customer's home.
- **Multiple orders can be delivered to the same locker**, reducing costs.

3 Customer Receives a Secure Pickup Code

- Once delivered, the customer gets a **unique pickup code via app/email/SMS**.
- **The locker is accessible 24/7**.

4 Pickup at Convenience

- The customer enters the code, retrieves their package, and **eliminates delivery scheduling stress**.



◆ Why Pickup Lockers Disrupt the Market

Problem	Traditional Home Delivery	Deallable Pickup Lockers 
Missed Deliveries	Common if not home	Never happens—pickup anytime
Theft Risk	High in urban areas	Zero risk—secure locker
Customer Flexibility	Limited to delivery hours	24/7 pickup at convenience
Delivery Costs	Higher for single-home trips	Lower via bulk locker deliveries






Example:

- A customer in **Manchester orders a package** but works late hours.
- Instead of home delivery, **they select a pickup locker at a train station.**
- A **gig driver drops off the order at 3 PM.**
- The customer **picks it up at 10 PM after work** without any hassle.

Impact:

- **More convenience for busy professionals.**
- **Reduces delivery costs by consolidating trips to lockers.**
- **Lowers carbon footprint by optimizing delivery routes.**

◆ Where Deallable Will Place Pickup Lockers

-  **Malls & Shopping Centers** – High foot traffic, perfect for daily pickups.
-  **Gas Stations** – Easy access for commuters & drivers.
-  **Train & Bus Stations** – Ideal for people picking up after work.
-  **Business Districts** – Office workers can collect orders anytime.
-  **Residential Complexes** – Lockers at apartment buildings for shared use.



◆ Case Study: How Amazon's Lockers Are Growing & Why Deallable's Model Is Better

Amazon's Locker System:

- Amazon has over 4,000 pickup lockers in the UK & USA.
- But they are limited to Amazon orders only.

Why Deallable is Better:

- ✓ Supports all retailers, not just one platform.
- ✓ Cheaper for consumers, as bulk deliveries lower costs.
- ✓ Works with gig workers, reducing reliance on fixed fleets.

◆ The Future of Pickup Lockers in the Sri Lanka, India & Singapore

🚀 By 2027, over 25% of urban deliveries will shift to pickup lockers.

💡 Deallable will lead this change by making it a default delivery option.

🌍 This model reduces congestion, costs, and delivery failures, making e-commerce logistics more sustainable.

🔥 Conclusion:

Deallable's AI-powered gig economy + pickup locker model is the future of flexible deliveries.

It outperforms Amazon, Walmart, and other retailers by offering cheaper, faster, and more convenient delivery options for customers across Sri Lanka, India & Singapore.



Final Conclusion: Deallable's Path to Market Domination in the Sri Lanka, India & Singapore

Deallable is not just an AI-powered e-commerce and delivery platform—it is a **market disruptor** designed to revolutionize logistics and retail across Sri Lanka, India & Singapore. By combining **Instant Delivery, Scheduled Delivery, and Bulk Delivery**, Deallable optimizes fulfillment through **AI-driven decision-making, dynamic vehicle utilization, and a decentralized logistics network**.

With consumer demand for **ultra-fast, cost-effective, and flexible delivery solutions** at an all-time high, Deallable is strategically positioned to capture significant market share. Unlike competitors that rely on expensive warehouses and centralized operations, **Deallable's AI arbitrage system** ensures every order is matched with the most efficient delivery method—whether it's a **bike, car, van, or truck**—maximizing efficiency and profitability.

Key Investment Takeaways

- ✓ **Scalable AI-Driven Model** → Adapts to regional demand, traffic patterns, and consumer behavior.
- ✓ **Three-Tiered Delivery Approach** → Instant, Scheduled, and Bulk Deliveries cater to diverse customer needs.
- ✓ **Capital-Light Growth Strategy** → Eliminates reliance on massive warehousing, cutting operational costs.
- ✓ **Gig Workforce Optimization** → Expands earning potential for independent drivers while improving fulfillment speed.
- ✓ **Proven Market Demand** → Rising e-commerce penetration and consumer preference for **same-day/next-day delivery** in the Sri Lanka, India & Singapore.
- ✓ **Monetization Beyond Deliveries** → Future AI-powered B2B logistics services and global AI commerce integrations.

The Road Ahead

Deallable is on track to become the **#1 AI-powered commerce & delivery platform in Western markets**, leveraging its innovative **AI fulfillment system and flexible gig workforce model**. By strategically entering key urban markets, refining AI-based demand forecasting, and expanding through localized partnerships, **Deallable is ready to redefine last-mile delivery across Sri Lanka, India & Singapore**.

For investors, Deallable represents an **exceptional opportunity** to be part of a high-growth, scalable, and future-proof platform that is set to disrupt e-commerce and logistics at a global level. 🚀



Deallable



Deallable



