

giftdrop

by **VANDERLANDE**

ARRIVAL

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Celebrate the arrival!

Giftdrop is a service that enables people to purchase a gift for their loved one who is travelling. The traveller will be surprised by this gift at their arrival, where **Vanderlande's Fleet bagrunner** technology will be used as a carrier to hand over the gift. A gift that is composed and packed by the local shops in the airport.

Scan the QR code to know more.



Giftdrop is a strategic **stepping stone** to...



Proof the **FLEET** bag runner.



Improve reclaim **experiences**.



Facilitate **revenue** opportunities.



Build **B2C** relationship.

Facts analysis.



New Distribution Capability Exchange, a platform that enables API connectivity between airlines and sellers is already in use.



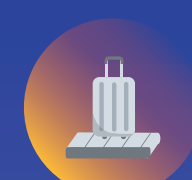
IATA announced mandate for RFID inlays in all baggage tags from 2020.



In an Airport like Schiphol passengers can claim baggage 20 to 30 minutes after arrival at Schiphol.



85 million passengers are predicted to be flying to Schiphol by 2025.



New claim area at Schiphol is opening in 2023 and it will have conveyor belts.



Schiphol NPS score is 52 for the waiting time reclaim Schiphol.

How does **giftdrop** work?



01

A person books a flight and collects his shareable personal link and shares this link with friends and family. The link contains a webpage with the flight details of the booker and the opportunity to buy him a gift.



04

During check-in the passenger receives a boarding pass with the notification of the gift and a barcode.



02

Friends and family enter the link and decide to buy a gift. They select the gift package, write a card and follow the payment instructions.*



05

The passenger arrives at Schiphol and receives a message that his beloved ones send him a gift, which he can pick up.



03

When the person arrived, the friends and family who bought a gift receive a notification.



06

The passenger goes to the arrival hall where the gift will be waiting.



Desirability and Viability.

Desirability



8 1151
Number of unique views.



810
Number of click throughs.



Click Trough Rate:
0.998%

Thus **1** out of **100** people is interested.

Assumptions



€ 25
Average cost of gift package ¹



€ 12.5
Average profit margin.



10 %
of interested people (1 out of 10) buy a gift. ²

Viability at Schiphol



45 000 000
Annual number of non business travellers at Schiphol.³



45 000
Number of packages sold annually*

0.5 million sales profit

¹) <https://www.1800baskets.com/>

²) <https://www.wordstream.com/blog/ws/2017/02/28/facebook-advertising-benchmarks>

³) <https://www.schiphol.nl/nl/route-development/pagina/amsterdam-airports-schiphol-airport-facts/>

* based on solo travellers. Since we assume that group travellers, such as families, will receive a single gift, the number of predicted products sold is lower.

Giftdrop Strategy Roadmap	MKT VALUE DRIVERS	2019	Horizon 1	2020	Horizon 2	2023	Horizon 3	2024	Horizon 4	2026	Horizon 5	2030
			Establishing the service	Gift on the conveyor belt	Fleet Giftdrop	Fleet as carrier	Fleet flexible belt					
			Earn money to support concept	Prepare back-end fleet operation	Automation of passenger experience	Automation of passenger experience						
			Gain end consumer insights	Surprise experience to consumer	Careful and secure gift handing	Careful and secure luggage and gift handing						
				Test and Improve Concept	Personalization of the service	Personalization of the service						
			Collect Purchase Behavior Data		Use collected data to improve							
			Arrived passenger receives message with coupon to collect gift at store.	Arrived passenger receives message that a gift will be waiting on the belt.	Arrived passenger who received a gift message can collect the gift at the 'Gift pickup' place by scanning his code.	Arrived passenger who received a gift message, collect the gift and luggage in a single go.						
OPERATION	TECHNOLOGY		API to integrate service with other platforms.	Platform to provide the service.				RFID on bag to know what bag the gift belongs.				
								Platform provides personalized service		Tax-free online catalogues added.		
								Gift pickup with code scanner				
								Fleet drives gifts and luggage to a specified reclaim area.		Fleet replace the reclaim belt and drive away when bags are collected.		
								Gift pick-up a specified area.		More storage place in luggage hotel.		
	BACK-END		Fleet promotes the service on top of the belt					Ingredient Brand.				
			Notifications with barcode.					Message informing pick-up location				
RESOURCES	PARTNERSHIPS		Collaborate with airlines (e.g. KLM or Delta)									
				Collaborate with Airport shops to build the gift packages.					Collaborate with Airport and shops to provide personalized service.			
	INTERNAL											
TARGET GROUP												

FUTURE VISION

Fleet as the smart mover of goods at the airport.



Purchased goods (e.g. tax-free, food, currency exchange, tourist information) are added to the luggage at the place of destination.