



MAIL BOXES ETC.®

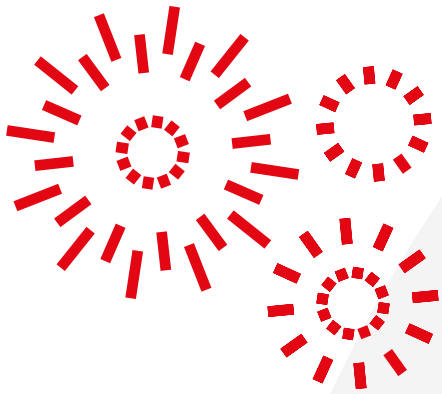
#PeoplePossible



It's 2022, READY TO BUSINESS?

**New year, new opportunities.
Catch them with MBE Solutions.**





Happy business!

2022 has arrived!

Companies have spent much of the past two years scrambling to adapt to extraordinary circumstances. How does this impact your business? Here are some factors you should keep in mind as you prepare for the new year.

There has never been a better time to reboot your business.

The landscape may have changed, but there could be opportunities you hadn't considered before.



If yours is a B2C operation, you'll have seen how fully consumers embraced e-commerce in the past year, developing online shopping habits that will be hard to break. You should rethink your retail strategy, taking into account how the e-commerce, logistics and shipping industry has evolved. But if you haven't fully explored the options available to sell online, now is the time.



If you sell to business customers, you will know some sectors have struggled really hard to stay afloat, while others pivoted, flexed their resources and made the most of new opportunities. As you prepare for the new year, you'll want to explore how best to position your business to provide all the support your customers are looking for.

AND WE'RE HERE TO HELP.

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New year, new opportunities.

As they gain confidence to do all the things they've been missing for so long, people will be uniquely open to marketing messages and ready to be impressed by new opportunities. It's time to **focus on promoting your business and expand your distribution channels**, learning the lessons that 2021 has taught us:

BE AGILE

Reach out to your clients, wherever they are. We can help you ship safely to your customers all over the world.

BE TRUSTY

Reach out to new clients and deepen relations with existing ones. Don't be afraid to expand your business. We're here for your digital and physical communication needs, with design and print that gets your message standing out.

BE THERE

Where do your customers look when they're buying products and services? No matter if the answer is online or offline: you should be there! Create new opportunities by exploring new channels and reaching new audiences.



Do your best. We do the rest.

MBE offers you expertise, advice, procedures, operations and support for your logistics and e-commerce needs. Make it quick and easy for customers to get your products, no matter where. With MBE as your shipping partner, you can focus on what you do best and leave the rest to us. Our unique shipping solutions offer you a range of leading carriers plus expert advice and support.

Here's some example:

- ☒ Product storage and **e-commerce orders** management.
- ☒ Expert packing for **safe transit worldwide**.
- ☒ Shipments **fully monitored** for total peace of mind.
- ☒ We help with the **paperwork**, including customs requirements or regulations.

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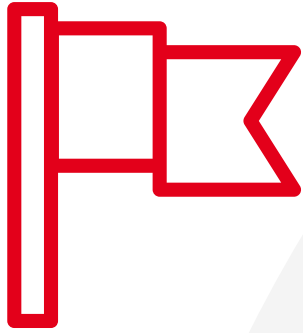
Best foot forward.

Now, if you decide to reboot your business, you should ask yourself: is my branding keeping up with my business strategy? Are you still targeting the same demographic or trying to enter new markets? Does your image reflect your values?

Reboot your brand with a new look. We can help you refresh your image – online and offline – with our print and marketing solutions.

- ☒ **Logo design**
- ☒ **Business stationery**
- ☒ **Marketing literature – digital and print**
- ☒ **Copying, scanning and shredding**
- ☒ **Web banners and email signatures**

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The final step.

Now that we have explored the different scenarios and opportunities, you just have to answer a final question: where do you want to start from? There aren't right and wrong answers to this question but different needs to consider, since **every business is unique!**

Try to identify the aspects of your business that could boost it during 2022 and focus on them.

If you don't know where to start, here's some ideas for you:



PACK & SHIP - ask us for prices and estimates for courier services and domestic or international shipping with personalised solutions.



E-COMMERCE - now is the time to enter the world of e-commerce, if you haven't yet. From creation of the website to the logistics and shipping management, MBE Solutions are here to help you.



PRINT - contact your MBE Center to discover a huge range of popular print items and branded gadgets personalisation to strengthen your communication and stay in touch with your customers.



MARKETING - build a strong and efficient marketing strategy. Ask your MBE expert to build a tailor-made marketing mix made of different solutions that can support your business.

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