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#PeoplePossible



**Ready for
Holiday
Season?**

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One partner, many services.

For all solutions
www.mbe.it/en



Get ready for the next holiday season challenge



Be prepared: take care of your business in depth with highly professional solutions.

It's one of the biggest challenges of the year. The last Holiday Season was the longest – and busiest – ever, with unprecedented online shopping peaks. This prompted retailers to double their efforts to meet demand, putting them under pressure to optimize performance in every possible way.

In 2021, +59% of retailers* moved up marketing activities for the Holiday Season: why?



Consumers bought earlier

In 2021, global production problems spurred consumers to make their purchases earlier to take advantage of available items and rely on timely delivery.



Retailers had to react immediately

The situation meant sellers had to prepare ahead of time, moving up marketing activities and trying to make every aspect of their business work efficiently.

Now that the Holiday Season is upon us and businesses are about to enter the “red zone” again, it's time to figure out how to best tackle the coming months by taking care of key details.

*Source [queue-it.com](https://www.queue-it.com)



Optimize your 2022 holiday season: one partner for all!

Whatever your business, you need a partner who can help you keep up with the pace of this period. One who offers efficiency, quality, online and offline solutions that make your workflow easier during the Holiday Season. And all year around.

Being able to count on an all-around business partner helps you optimize your business organization and increases efficiency at this sensitive time of the year, characterized by ever-increasing online traffic.



Increased online shopping during the Holiday Season*
2020 +207% - 2021 +57%

After a great peak two years ago, in 2021 the market recorded again a remarkable growth trend, which confirms users' new habits and their new needs. The shift is now well established and consolidated, and reflects a context that is profoundly different from the previous one.

In the next sections you will discover what effects this could have on your business and what opportunities you can seize.

But what does this data mean for your e-commerce shop?



It's important to take these numbers into account to understand the direct impact the Holiday Season can have on your business, and to know which aspects you can improve.



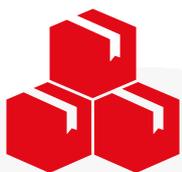
FREQUENT ORDERS

The growth in online orders is a stress test for your warehouse. If you struggle to keep up with demand, you may face delayed shipments, out-of-stock products and inefficient workflows, resulting in unsatisfied customers.



EFFICIENT SHIPMENTS

Every user who buys from your e-commerce site expects timely – and downright fast – shipments, especially during the Holiday Season. As buyers increase, your performance has to keep up. You will need agile and fast processes in place, from parcel preparation to all the operational steps in your logistics.



OPTIMIZED SPACES

Organization is crucial to being a reliable salesperson. This means having an efficient warehouse with functional spaces that suit all your activities, allowing you to better manage processes and to optimize costs.

5 opportunities to take for your holiday season



When great commitment is required, great opportunities can arise. Here are 5 tips to transform your approach and meet the challenge.



SIMPLIFY SHIPPING

Want to send gifts to your customers, employees or business associates? Choose a professional partner that can efficiently handle serial as well as individual shipments, both domestic and international. Managing shipments easily is the key to a successful e-commerce business, especially during the Holiday Season.



REDUCE RISKS

The more you ship, the more you have to pay attention to each order. Preserve the integrity of each item: because nobody likes to receive a broken gift, right? And also so you don't have to make up for accidents in the event of loss. Protecting your gifts from these events guarantees clients a refund and protects the item's overall value.



ATTRACT CUSTOMERS

Want to catch customers' eye more effectively? Enhance your marketing with customized materials such as greeting cards, calendars, gadgets and other gifts, to make your Holiday Season special.



RUN YOUR E-COMMERCE SMOOTHLY

Support your online retail business by using digital platforms and tools to efficiently manage your shipments. It will be more convenient to optimize logistics operations and satisfy your customers.



FACILITATE SPECIAL GOODS SHIPPING

To ship special items – such as wine, for example - you need sector-specific knowledge and experience. Make sure you know the whole bureaucratic process, or entrust a partner who can provide you with the support you need.

How can you exploit the full potential of these opportunities?

Get the most out of your Holiday Season with Mail Boxes Etc.: a single partner at your side for all your business needs. And much more.



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DISCOVER HOW TO GET THE BEST OUT OF YOUR HOLIDAY SEASON

Ask for a quote

