

Playbook for D2C to scale big #D2Ctoolkit

Post Covid, every category is being disrupted by D to C brands. Traditional brands are also doubling down to scale digital revenues from low single digit revenues to over 30% of their targeted revenues.



Uttar Pradesh, Noida, Oct 24, 2021 ([Issuewire.com](https://www.issuewire.com)) - Disruption is happening in the form of multiple business models including.

- a) Pureplay D2C where Internet first brands sell through their own channels like Websites. Marketplaces and social platforms and reach customers directly.
- b) Hybrid D to C models wherein brands are routing online orders to the nearest distributor and combining with last-mile delivery partners to deliver direct to consumers. Traditional brands are doubling down on Omnichannel business models to engage with prospects/ cases across all sales channels.

Each of these models demands a significant change in the manner businesses are run, catalogs are listed. Order/ inventory managed, efficiently fulfilled, or Returns reconciled.

Vinculum, a global omnichannel retail SaaS platform trusted by 1000+ brands globally is paving way for brands to go [Direct to consumer](#) with a #D2CToolkit that consists of a modular suite from Vinculum & its Partner Ecosystem.

Vinculum's core stack of Automated Catalogue Listing, Order and Inventory Management, Shipping labels, Warehouse Management system & Omnichannel Payment Reconciliation has helped brands like Clovia, Neeman shoes, Sugar Cosmetics, Chumbak, Sketchers, Heads Up For tails scale their

operations. Ahead of the festive season, it has partnered with ecosystem players to offer a complete #D2C toolkit- that will help brands with solutions that can stitch their end-to-end need of selling, fulfilling, and reaching the customer faster. These include a suite of products & solutions handpicked from Vinculum's core tech stack and that of its partners that provide Business Strategy, Digital Ads automation, Reverse Logistics, Logistics tracking & intelligence, Warehousing, Last-mile delivery, Analytics, Growth capital & Cross border solutions.

"The toolkit has been developed keeping a customer-first approach. & we are targeting to onboard 500+ D2C brands by the end of this fiscal. The fundamental principle while creating the toolkit was to provide brands with the platform and ecosystem that helps them with Fast onboarding, Ease of Selling & Building Scale across geographies. This is also the Sale season across the world and we timed this in a manner that brands can take full advantage of the toolkit." Said Venkat Nott, Founder & CEO of Vinculum Solutions.

Solutions from players like Shadowfax are part of the toolkit helping brands with Warehousing, Reverse logistics, and Last mile delivery. Sharing his thoughts on the trends picking up in the e-commerce segment, Mr. Abhishek Bansal, Co-Founder, and CEO Shadowfax Technologies- "For all online businesses express delivery is going to become increasingly important. The 30-mins delivery revolution is changing the way supply chains need to be designed while meeting the new customer needs. In order to fulfill these demands from consumers, companies are setting up dark stores and also looking for partners who could help them catalyze this growth. The dark stores need an agile inventory management system and our partnership with Vinculum helps brands enable inventory management and offer instant logistics through a single solution.

Being an on-demand tech-enabled gig marketplace, we support our customers with all these last-mile tasks thereby ensuring speedy and delightful deliveries, also, simultaneously aiding them in increasing their customer reach."

About Vinculum

Vinculum is a SaaS Omnichannel Software Company enabling:

Brands to Sell on Multiple Marketplaces

Brands to undertake B-C and B-B fulfillment

Brands to go Omni-Channel

Brands to go Direct to Consumer (D to C)

Brands to set up niche marketplaces

Brands to Scale Internationally with an Uberized Network of Brand Distributors

Vinculum works with brands such as P&G, ITC, Jockey, Fossil, Bata, Harman Electronics, Titan, Skechers, Eigerindo, Bata, The Body Shop, Trell, Nykaa, Swiggy, Shadowfax, Yusen Logistics, DHL, DTDC, etc and is backed by Accel Partners and IvyCap Ventures.

Vinculum WMS has featured in Gartner Magic Quadrant five years in a row (2017-2021) and has also featured in the Quadrant Report and Global Forrester research on Top 19 WMS published in Jan 2021. Vinculum is present in India, South East Asia, the Middle East, and the US.

About Shadowfax Technologies

Shadowfax is the largest on-Demand tech-enabled gig marketplace to help enterprises outsource last-mile tasks. Shadowfax employs technology and AI to offer supply that keeps pace with demand in the fast-growing and highly fragmented hyperlocal distribution ecosystem and ensures an incredible end-customer experience. The Shadowfax app has more than a million downloads, and is designed as an

immersive platform for delivery, and is a single app that works across multiple platforms. The app is used as an avenue for guaranteed earnings across multiple E-com and Hyperlocal platforms.

Shadowfax has been consistently widening its area of operations by expanding in E-commerce and Hyperlocal segments and getting into new growth areas like grocery distribution.

Shadowfax was co-founded by Abhishek Bansal, Gaurav Jaithliya, Praharsh Chandra, and Vaibhav Khandelwal in 2015. Over the last six years, it has now grown to a team size of close to 5000 employees with 100K+ daily active users(delivery partners) in more than 600+ cities in India, fulfilling 500k+ orders per day, in over 7000+ pin codes.

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