



Navigating Supply Chain Disruption:

An Analysis of Overblue –

Challenges, Risks, and Opportunities





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01

Company Overview

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Overblue: Revolutionizing Last-Mile Delivery

- ❑ Overblue is a company that provides B2B transportation services in the last-mile delivery sector
- ❑ It connects retailers with independent carriers operating small trucks performing home deliveries
- ❑ The company specializes in the transportation of food products

Core Services & Value Proposition

For Carriers

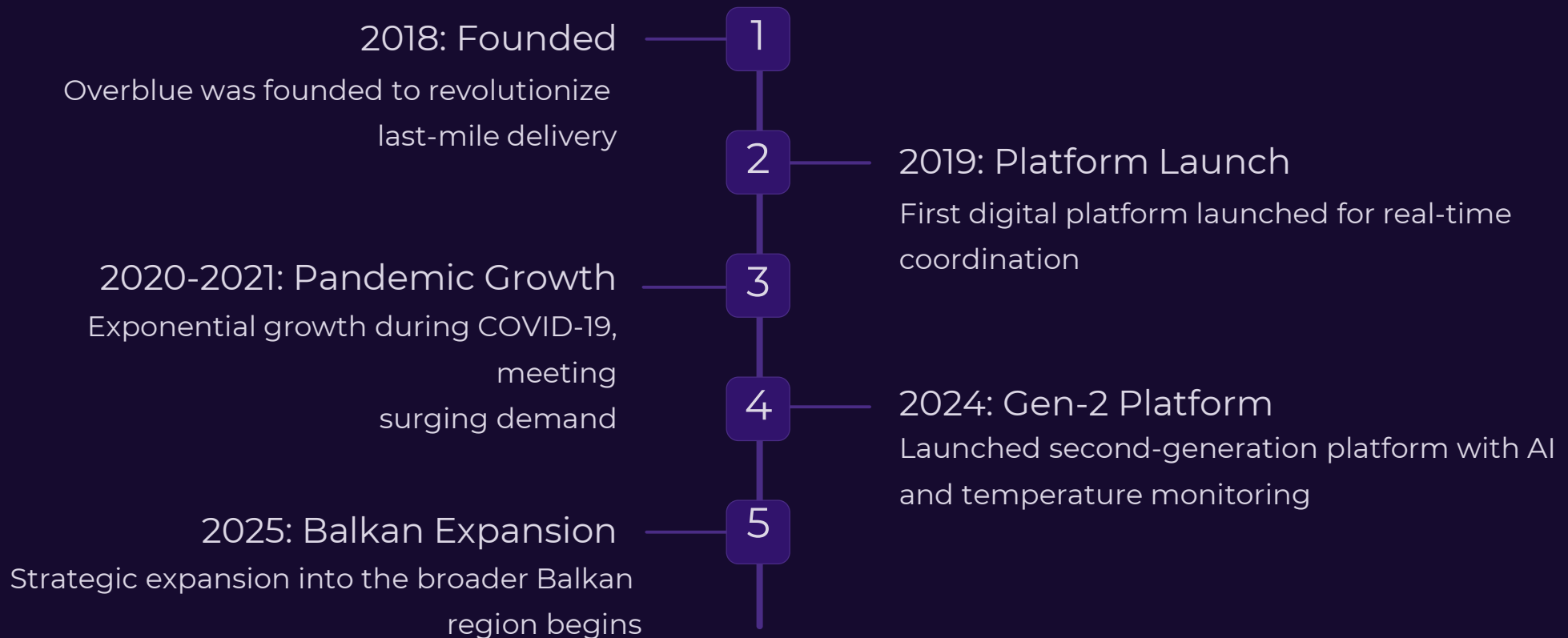
- ❑ Steady business opportunities
- ❑ Secure payments
- ❑ Route optimization reducing fuel & travel time
- ❑ Increased profitability and enhanced efficiency

For Retailers

- ❑ Reliable delivery partners via their digital platform
- ❑ Flexible, pay-per-delivery models.
- ❑ Access to certified drivers for quick, safe food delivery



Key Milestones





02

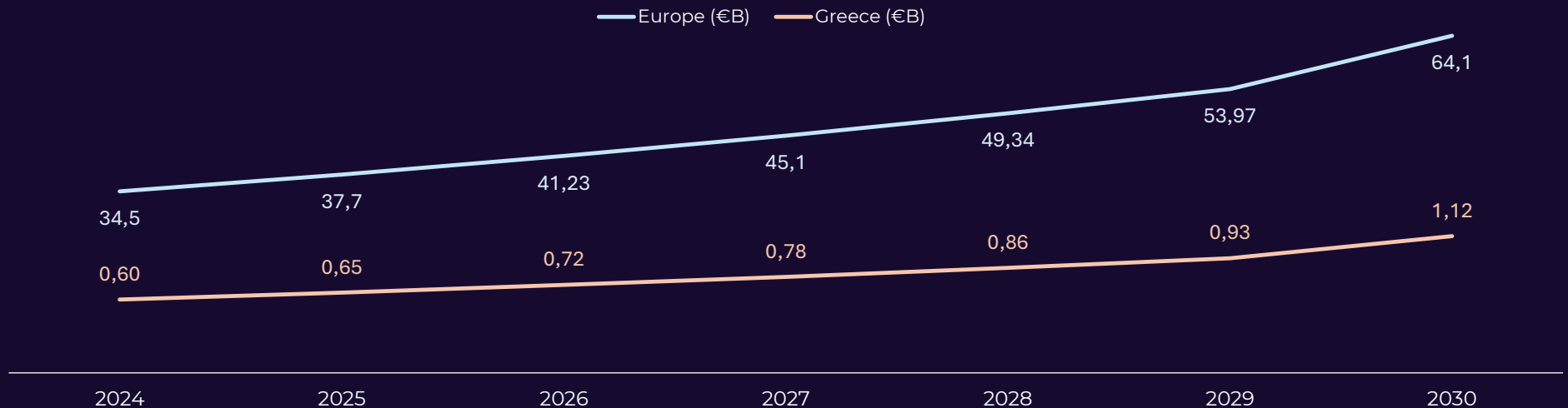
Market Overview

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Last-Mile Delivery Evolution & Market Dynamics



- ❑ **Pandemic Effect (2020):** Sparked rapid digital logistics adoption for essentials
- ❑ **Annual Growth:** Steady CAGR of 9.3% (Europe) and 9.4% (Greece)
- ❑ **Industry Trend:** Increasing demand for faster, tech-enabled urban deliveries
- ❑ **Strategic** part of the modern supply chain
- ❑ High consumer and business **reliance on fast delivery**



Competitive Landscape

Supermarket Chains

Limited capacity and high operational costs. Potential clients for Overblue's flexible solutions.



μαρούτinis

ΕΠΙΧΕΙΡΗΣΙΑΚΗ ΠΑΡΟΧΗ

My market



eFood



Market leader with large fleet but limited for bulky/temperature-sensitive items. Faces partner satisfaction issues.

Wolt

Best user experience, but expensive and suited for small parcels. Requires long-term partnerships.

Wolt



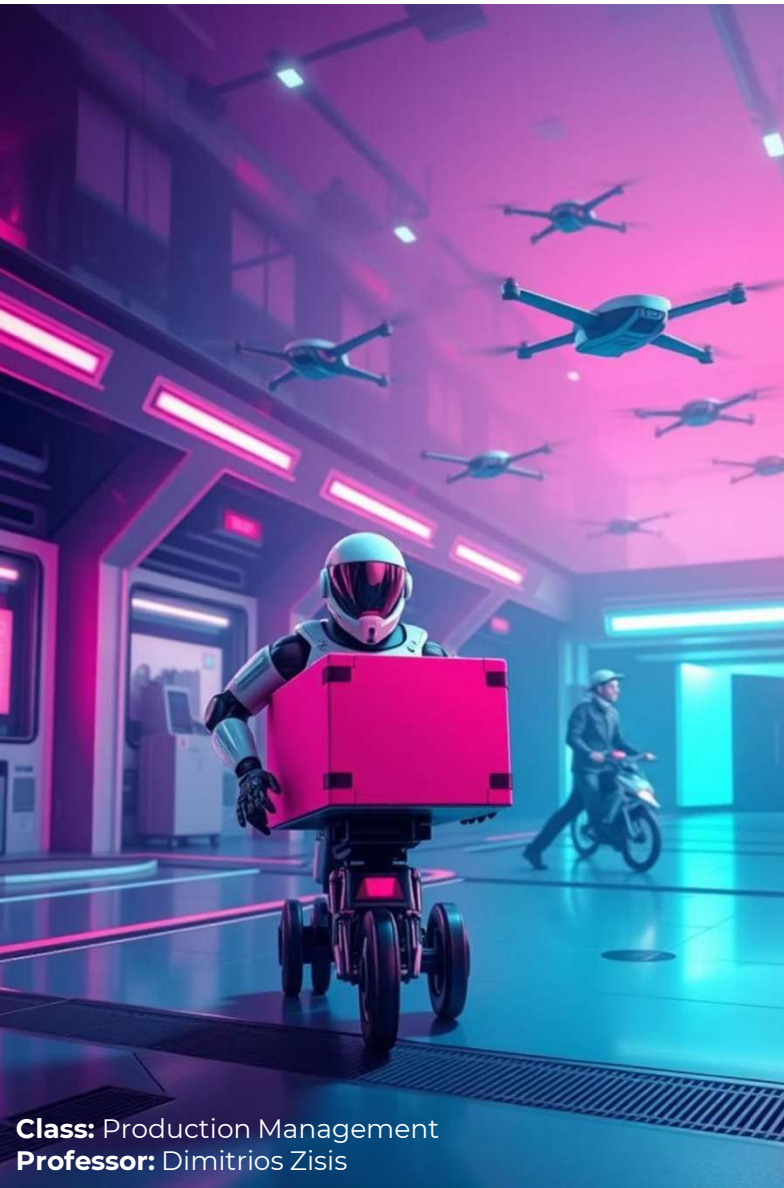


03

Emerging Trends and Challenges in the Sector

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Smart Lockers

24/7 parcel access reduces failed deliveries and costs



Automated Hubs

Consolidate goods for faster, more efficient fulfillment



Drone Delivery

Emerging technology with potential for reduced times and costs



Route Optimization

AI-powered software improves efficiency and reduces fuel consumption





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SWOT Analysis

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Strengths (USPs)



Focused Specialization

Exclusive dedication to last-mile delivery provides deep expertise



Agility & Adaptability

Flexible organization, rapidly adapts to specific client needs



Advanced Technology

Leverages AI for efficiency, driver-retailer matching, and transparency



Food Logistics Expertise

Niche expertise in temperature-sensitive food transport



Customer-First Approach

Prioritizes responsiveness and service quality for client satisfaction



Weaknesses



Limited scale compared to competitors

Overblue's smaller scale limits its ability to secure large contracts



Low brand recognition

Strong service offering, but limited recognition in public and B2B markets



Narrow customer base to date

Focusing on a small client segment limits growth without strategic expansion



Opportunities



High sectoral growth forecast

Last-mile delivery sector will nearly double, creating major growth opportunities



Service diversification beyond food

Positioned to expand into pharmaceuticals, retail & other time-sensitive deliveries



Geographical expansion into Balkans

Strong potential to expand, especially in the fragmented Balkan market



Development of owned delivery fleet

Owning fleet boosts control, brand visibility & reliability in high-demand areas



Creation of proprietary 4PL warehouse

Centralized operations, cut delivery times, and integrated logistics services



Threats



Intense competition from large-scale players

Incumbents' scale, clients, and brand make entry and differentiation tough



Access to financial resources

Rapid growth needs capital for tech, fleet, and marketing; hard to secure quickly



Risk of stagnation

Risk of falling behind in a fast-evolving market without ongoing innovation



05

Disruption





Strategic Response During COVID-19



Immediate Market Response

Rapidly connected retailers with available independent drivers



Enhanced Route Optimization

Improved delivery efficiency with AI-based tools



Flexible Pricing Model

Offered attractive pay-as-you-go, contract-free structure





06

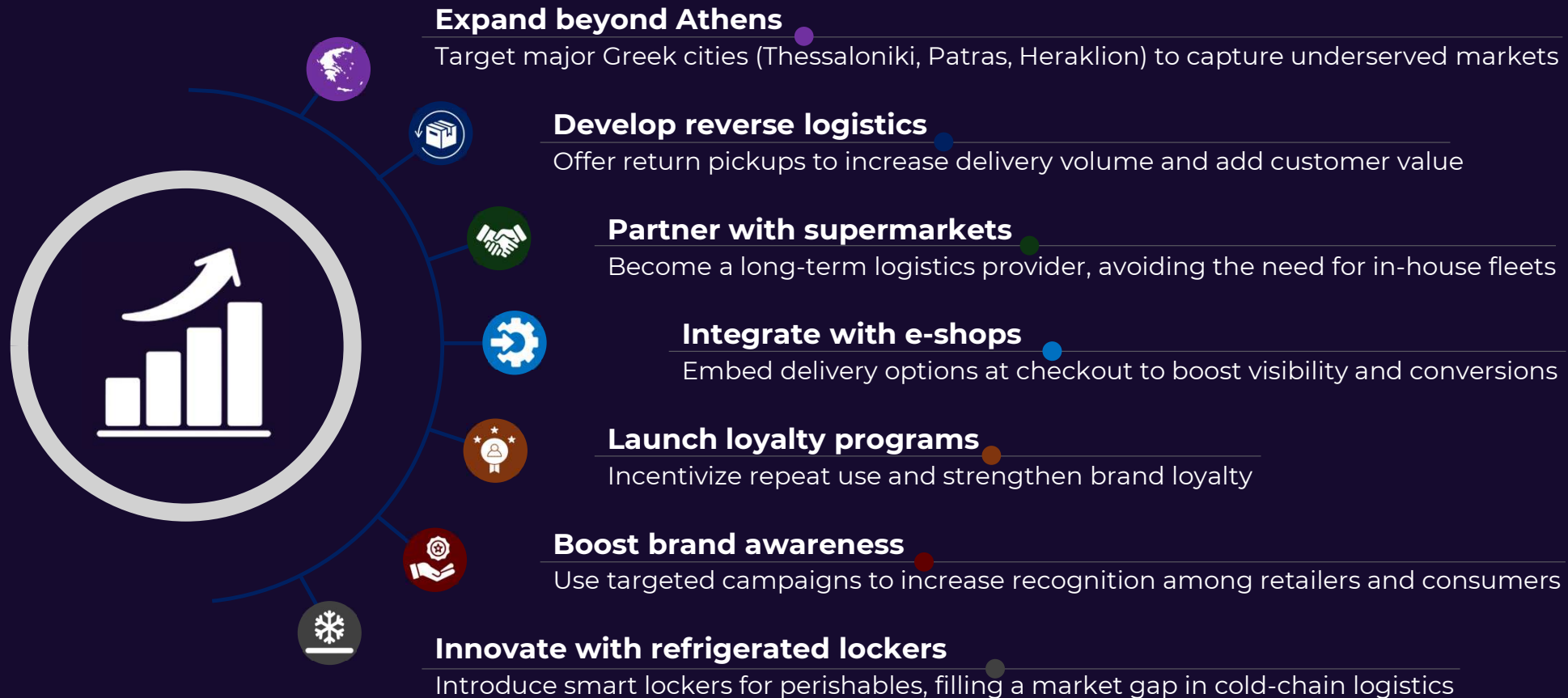
Untapped Opportunities

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Strategic Growth Opportunities





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The next Chapter

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Strategic Roadmap

Geographic Expansion

Extend footprint in Greece and selected Balkan countries

Proprietary Vehicle Fleet

Invest in own fleet for consistency and quality control

Brand Building & Partnerships

Enhance visibility through campaigns and e-commerce integration

4PL Fulfillment Warehouse

Explore creating an advanced hub for faster, consolidated deliveries





08

Potential Outcome





Path to Execution: Organic Growth or M&A?

Organic Growth

- ✓ Controlled expansion at own pace
- ✓ Targeted acquisitions add complementary capabilities
- ✓ Maintains company culture and independence
- ✗ Slower scaling and market penetration
- ✗ Limited capital and resources
- ✗ Risk of missed timing in fast-growing market

VS.

Strategic M&A

- ✓ Immediate access to capital and infrastructure
- ✓ Leverages partner's expertise and network
- ✓ Faster regional or European scale
- ✗ Potential loss of control and autonomy
- ✗ Integration challenges with larger partner
- ✗ Possible cultural clashes and strategic misalignment





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Breaking News

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Breaking News



Overblue x McDonald's: The Coolest Collaboration of the Year!

In a move that shocked the supply chain world and delighted dessert lovers, **Overblue** has signed an *exclusive, top-secret, definitely-not-legally-binding* agreement with **McDonald's**.

Deliver the most iconic and questionably genius McFlurry flavors ever created by an
Executive MBA team

**1000 McHairy
points**
In every order



Macarons Madness
très chic, très cold



Tiramisu Overdrive
Espresso yourself



Dubai Deluxe
Gold-standard indulgence



Greek Bougatsa
your yiayia judging your
life choices



Hola Kola
Zero Erosion



ΑΠΕ
100% ανανεώσιμο
0% τύψεις



Project Team



**Nikolopoulos
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**Chaldaiakis
Giorgos**



**Fotiadis
Konstantinos**



Thank you!

