KEEP CASH. CLOSE THE LOOP.

Test a handover the courier can accept and someone owns.

GATED PILOT

₱2.61m ceiling

29 /100

COD orders fail.

30.45m failed orders / month

Fictional case · 5m orders/day × 70% COD × 29% failure × 30 days. Carrier feasibility before build. Standard COD stays available.

CHASE THE BURDEN.

Failure rate alone does not tell you where to invest.

CATEGORY / RAW MONTHLY PLATFORM BURDEN

APPAREL ₱1.19bn

FMCG ₱784m

NCR

₱653m raw burden

18%
failure

MINDANAO

₱766m raw burden

35%
failure

Creator-live campaigns: +6pp failure / +PHP660k burden per 100k COD. Descriptive, not causal.

01 **HANDOVER**

Accepted action + named owner

02 **APPAREL**

+4pp target / PHP2 per order

03 **PREPAID**

Approval first / 20% switch / PHP5 test

Raw views differ nationally. Burden includes allocated overhead; no joined cohort. Same-dayPHP120 vs standard PHP70; no blanket upgrade.

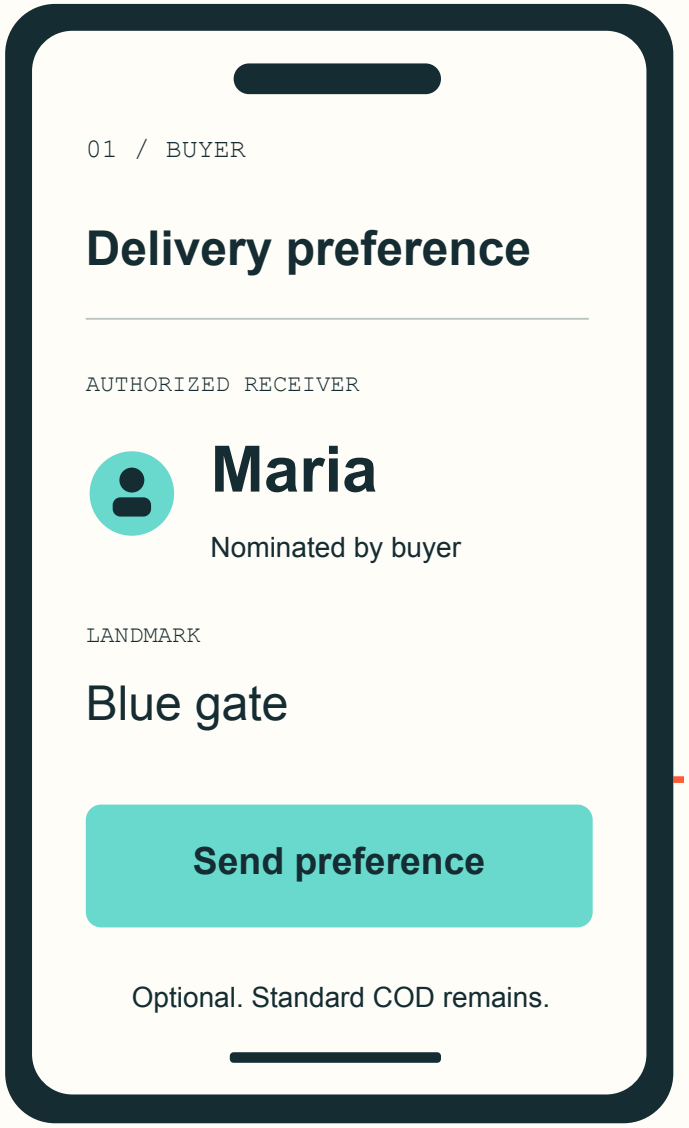
MAKE THE HANDOVER HAPPEN.

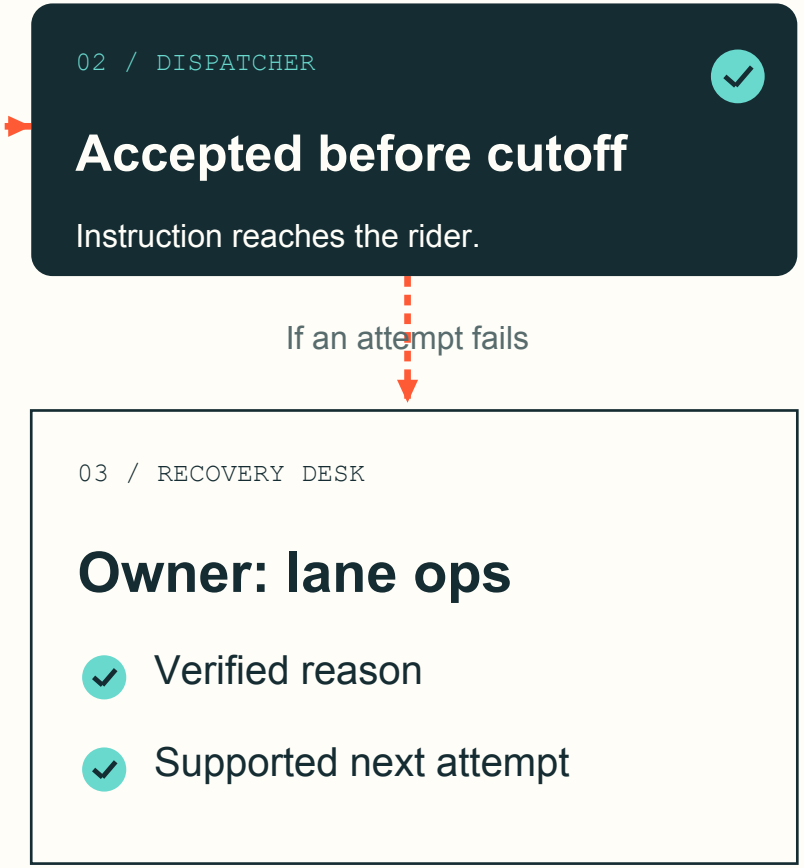
An accepted instruction.
A named recovery owner.

No reply? Standard COD.

DHL Malaysia precedent

Delivery controls exist.
Local COD feasibility must pass.





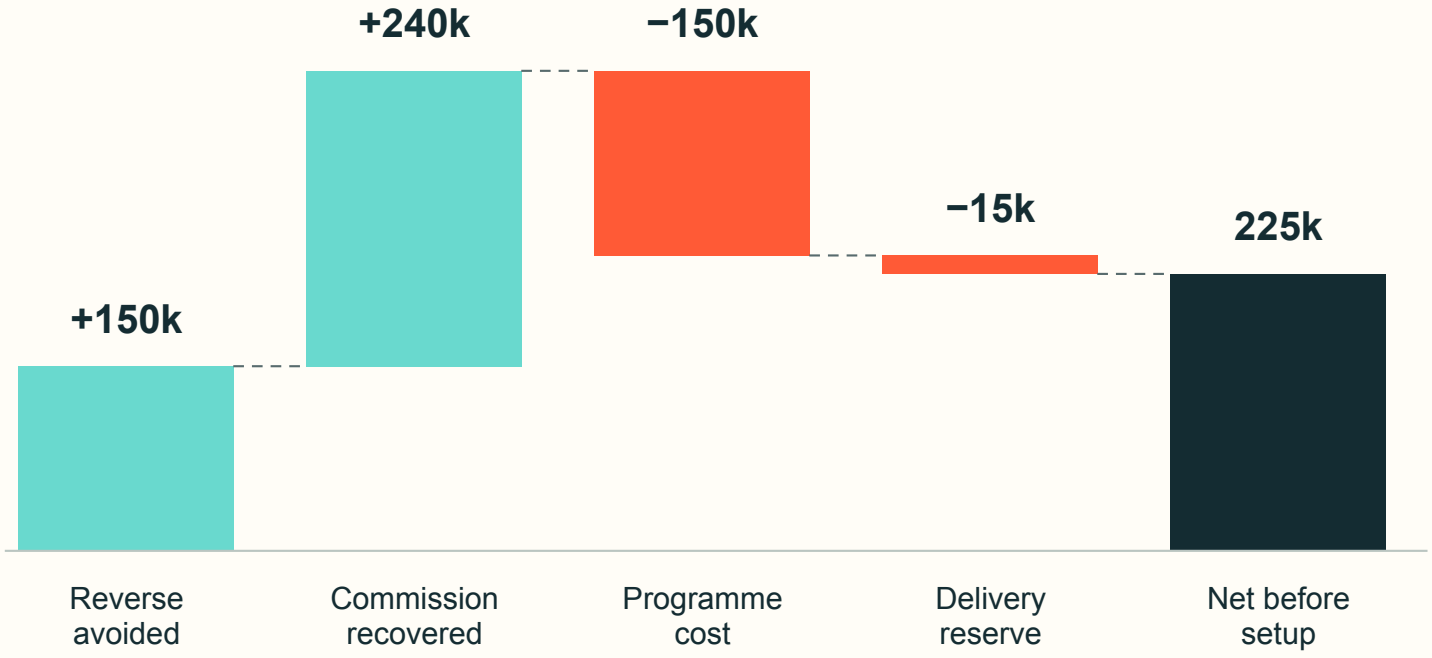
Buyer can confirm / dispute.
Record final delivery + actual cost.

Proposed UI, not an observed app. No automatic cancellation/ban. Existing verification/retries remain. Evidence + appeals before restrictions.

RECOVER THE ORDER.

Then prove the unit margin.

+3pp = 3 extra paid completions per 100 assigned orders



₱225k

BASE / per 100k treated before setup

OPERATING BREAK-EVEN

1.2pp

2.0pp if no reverse charges can be avoided.

3pp target ≈ 10% of otherwise failed orders at 29% baseline.

STRESS TEST **3pp gain + PHP2.50 cost + zero reverse saving → −PHP25k**

Planning inputs: PHP800 recovered AOV; 10% commission; PHP50 reverse saving; PHP5 reserve; PHP1.50 programme/order. Overhead excluded.

TEST SMALL. SCALE ON PROOF.

BUDGET / ESTIMATE

~₱2.6m

PHP2.61m ceiling

W1–2

1

FEASIBILITY

Carrier + cost + capacity

W3–4

2

BUILD

Acceptance + fallback QA

W5–8

3

TEST

100k assigned / 50k treated

W9–12

4

READOUT

Settled outcomes; extend

GO / NO-GO

- Positive 95% lower contribution bound
- Buyer + delivered-value guardrails
- Six-month setup recovery from measured volume

FULL REPORT

Prepaid requires approval before build. Remove a cohort? Recost sample, budget and impact.

Fictional case. Full design: 60k handover / 20k confidence / 20k prepaid; gated. Base pilot net −PHP2.4m after setup; no automatic rollout.