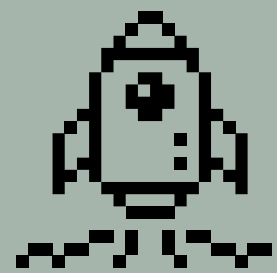
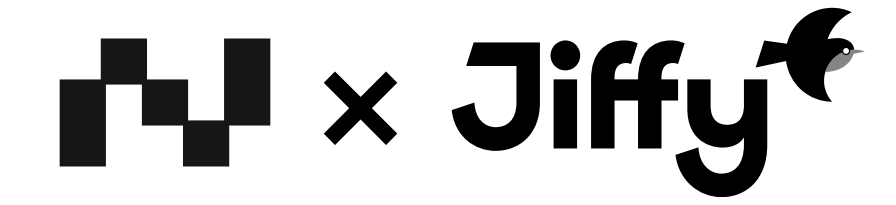




Case Study *Jiffy Grocery*

Who is Jiffy?

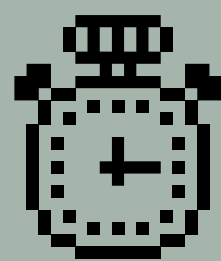
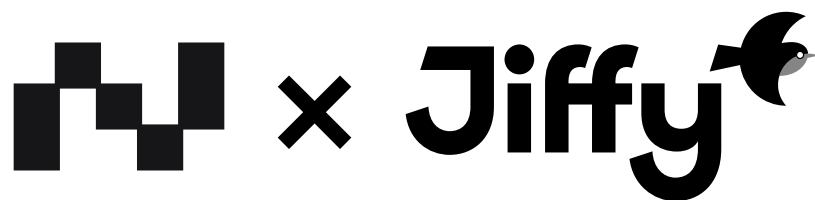


Jiffy was founded in London in 2020 with a bold mission: to reinvent grocery shopping. Their promise was simple, fresh groceries delivered to your door in under 20 minutes.

Using a network of smart fulfillment centers (“dark stores”), Jiffy sourced a fresh produce, meals, and household essentials. *Within months*, Jiffy became one of London’s most recognized quick-commerce players.

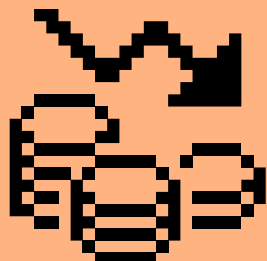


Challenges: What They Faced



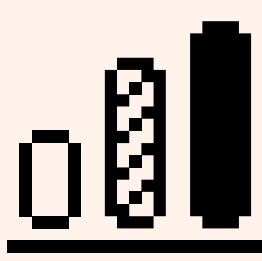
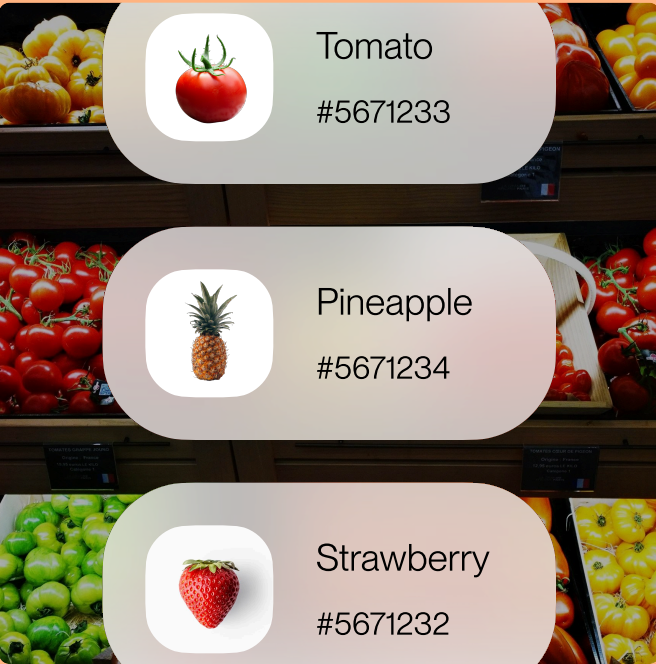
Fulfilment:

Picking had to be dramatically faster and more accurate than a traditional supermarket, every second counted toward the 20-minute promise.



Margins:

Conversion-driven catalogues tend to push low-margin products, quietly eating into profitability. Growth alone wasn't enough; it had to be profitable growth.



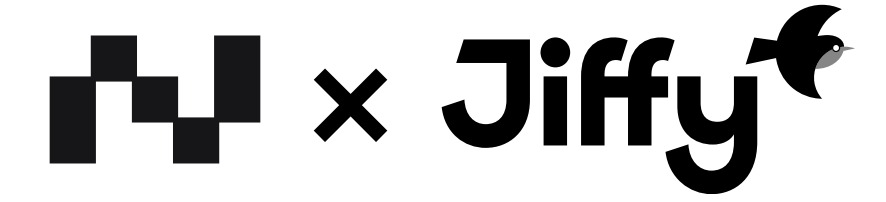
Scalability:

Legacy-style systems couldn't keep up with the volume quick-commerce demanded, thousands of orders per day, without slowing down.



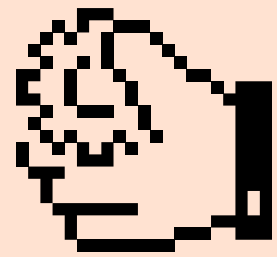
The challenge was not only technological but also *creating an end-to-end operational model from warehouse to customer delivery.*

The Solution: End-to-End Support with Native Commerce



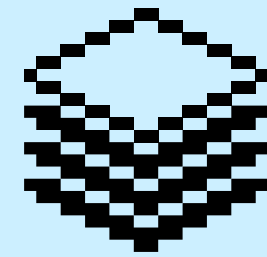
Native Commerce (then Cloud Retail) provided the technology and operational expertise to power Jiffy's growth from the ground up.

Solution Highlights



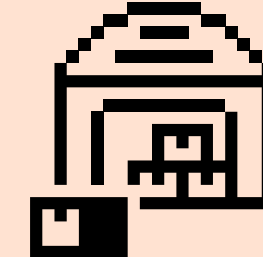
Automated Picking System

Route optimization, error-proof UX, and smart shelf placement that cut fulfillment times while improving accuracy.



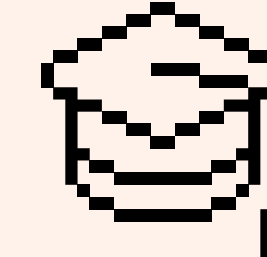
Margin-Optimized Product Sorting

A dynamic algorithm that balanced conversion with profit: surfacing high-margin items without hurting the customer experience.



Scalable Architecture

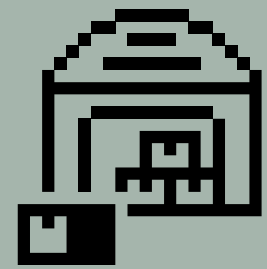
A microservices platform with real-time stock services, capable of handling up to 260,000 orders per day without slowing down.



Operational Support

Training, onboarding, and warehouse best practices to keep operations running smoothly as the network grew.

Faster Fulfillment and *Stronger* Margins

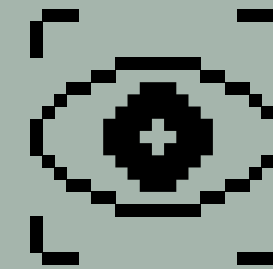


Speed was the whole promise, so fulfillment had to be re-engineered from the floor up.

70% reduction in picking routes

7 seconds per item picking speed

99.99% accuracy rate: minimizing errors and returns

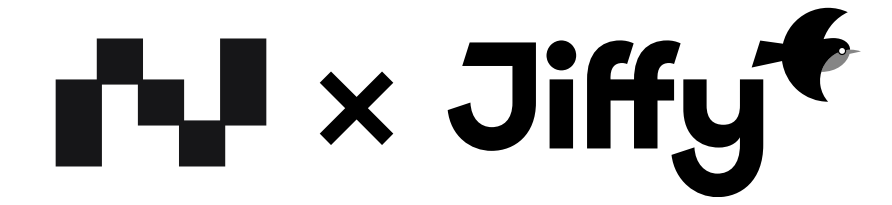


Fast delivery means nothing if every order loses money. The *margin-optimized sorting algorithm* changed the economics of each basket.

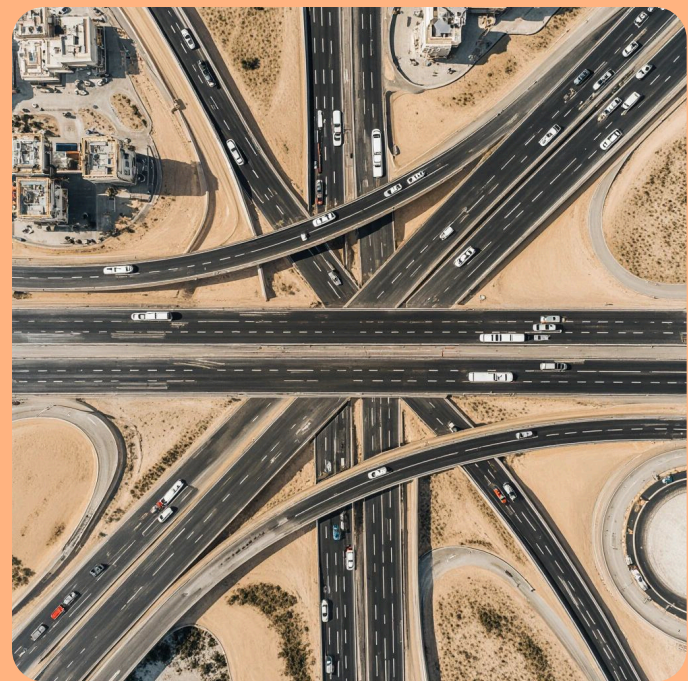
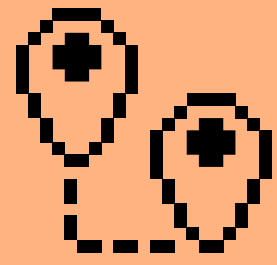
Margin per order increased from **25.6% → 27.1%**

Higher average order value through smart cross-sell recommendations

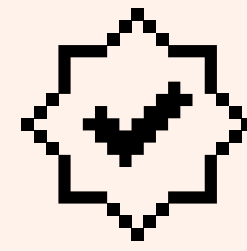
Scalability at Speed



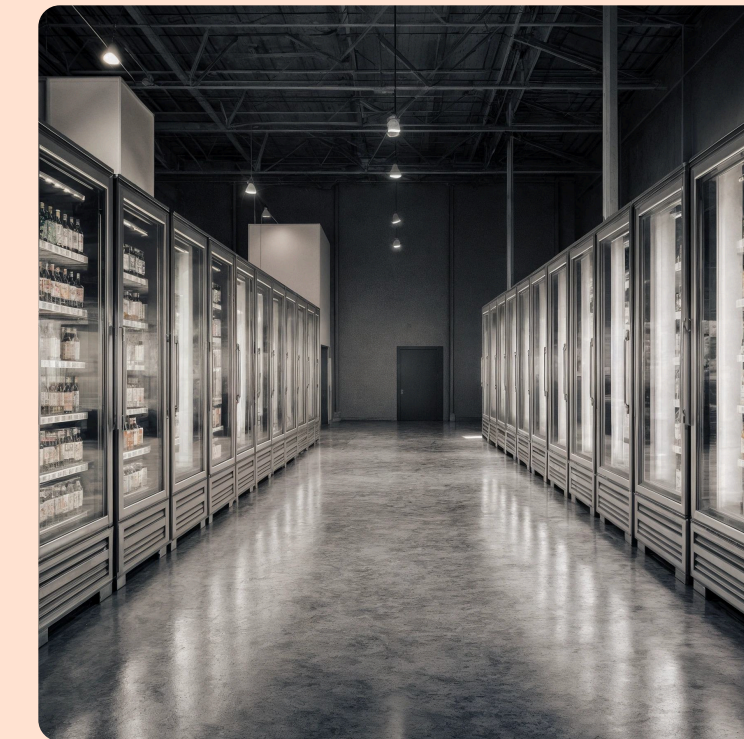
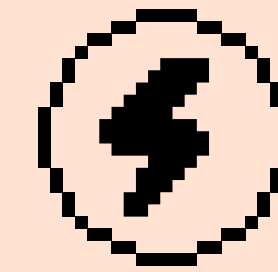
The platform was built to grow without breaking and the numbers proved it.



Competitors needed $3.5\times$ more warehouse staff for the same volume



Supported 20 store launches in one year, reaching $\$20M$ ARR



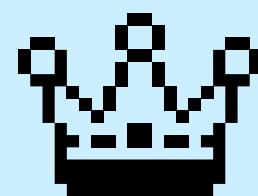
Handled $260,000$ orders per day without performance loss

This is what a system designed for scale from day one looks like: more volume, not more chaos.

Results at a Glance

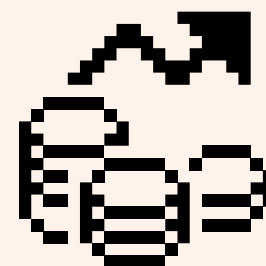


Results: Tangible Business Impact



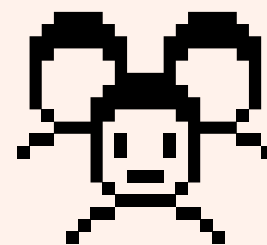
Picking Speed

7 sec / item



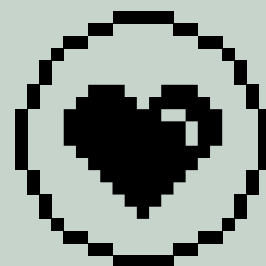
Accuracy

99.99%



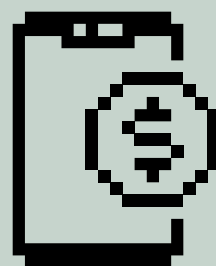
Picking Route

70%



Daily Capacity

**260,000
orders/day**



Growth

\$20M ARR



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