What clients like about Aeronet's service:

- We have a dedicated point-of-contact – in-depth knowledge of their needs, better able to foresee potential issues or make changes beforehand, and very quick response time.
- We can get deep into their supply chains and provide other services (example: we perform data entry into Target's retail database, which means our client gets paid faster by them).
- We can provide onsite support (example: Tom Linnevers and David Wells perform hands-on support in their respective local areas).
- We've been able to provide solutions that other companies can't, because we're flexible, our support staff is great, and we have a good reputation in the industry.

Terminology:

- **Street Date** – When the product is released (available for sale) at stores.
- **Delivery Date / Window** – When the product is delivered to the stores; typically 5-7 days prior to the street date if delivering direct-to-store; typically 12-14 days prior to street date if to delivering to the distribution center.
- **Direct-to-Store** – Product moving directly from the shipper to the store; no distribution center consolidation. This is advantageous for timing for purposes.
- **PO Expiration Date** – The last date the distribution center or store will accept the product.
- Charge-Back – A charge back from the retailer to vendor of record (because of lack of sales, late delivery, etc.).

Industry Specific Challenges:

- One challenge regarding shipping to the distribution center can be finding how each facility specifically books receiving appointments.
- The biggest issue with distribution centers is delivery location; a lot of distribution centers are in rural areas, which causes increased delivery fees.
- Shipping to the stores is a straight-forward process.
- Shipments are mostly via LTL, FTL, or regular ground transportation.
- Clients may provide a release schedule, perhaps even displaying the entire year. Given that, quotes can be made months in advance, and it's important to price with leeway because transport costs can increase the week shipping actually takes place.
- It's difficult to obtain hard copy PODs from large corporate retailers.

Vendor Note:

- Aeronet Road Transport has been an excellent source. They're competitive on pricing, and are honest and accountable. They use Google Drive to share spreadsheet data with us, including names pickup ETAs, status updates, and costing.