

# YRC's List of Focus Areas in Retail Operations for the 30-Minute Delivery Model

*YRC highlights four key operations areas crucial for managing the 30-minute quick commerce delivery model.*

PUNE, MAHARASHTRA, INDIA, June 2, 2025 /EINPresswire.com/ -- In this communiqué, the team of retail operations management consultants of retail and eCommerce consulting firm - YourRetailCoach (YRC) highlights four key areas to focus on concerning operations management for the 30-minute delivery model, which is also known as quick commerce.



YRC's List of Focus Areas in Retail Operations for the 30-Minute Delivery Model

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Empowering Retail & E-commerce businesses worldwide.”

*Nikhil Agarwal*

One way to understand the significance of people’s role in quick commerce is to foresee their role in the value chain within the scope of an enterprise. Starting from the reverse, there is the function of last-mile delivery carried out by delivery executives. Their knowledge and understanding of local traffic play a direct role in achieving quicker deliveries. They are also important because they

come in direct contact with customers, leaving more profound imprints on customer experience than any other touchpoint in the customer journey. In the fulfilment centres or hubs, important activities like picking, packing, and managing inventory are carried out. The speed and accuracy with which they work affect how quickly orders are made ready for despatch. Thus, the aspects of job descriptions, recruitment, training, SOPs, and technology assume significant relevance in improving the performance of employees. Organisational structuring, PMS, and work culture are also important areas to focus on here. Two things which significantly help in these retail

operations processes are the use of [operations planning \(OP\)](#) and best-fit IT solutions.

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Operations

Operations planning, or [operations planning \(OP\)](#) or by any name it may be called, refers to how operations are going to be executed at the ground level. In the context of quick commerce, management of retail operations or retail operations planning is critical to orchestrate speed and accuracy in value chains, especially in order fulfilment. Having well-planned and well-documented processes establishes workflows and helps ensure that the flow of work is always in the required directions towards the intended results while adhering to the intended standards of performance. While striving for speed, it is also important to maintain accuracy in operations. Human efforts must be supported by SOPs and technology to achieve the process and operational objectives. SOP-IT integration is also important to ensure that technological solutions put into place and business processes are on the same page.

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Without

Without the presence of apt technologies, conceiving the idea of quick commerce would not have been possible. Technology provides quick commerce businesses with the capabilities for efficient warehouse management, real-time inventory management, streamlining of order fulfilment processes, optimisation of last-mile delivery, data analytics, and control required for quick commerce models to work. If a futuristic idea is considered, drone-based deliveries could prove to be a game changer in quick commerce, with the potential of further cutting down the delivery times. Of course, such a future is subject to many constraints and considerations. To speak of existing and emerging technologies, AI is already helping quick commerce brands and businesses in big ways in areas like demand forecasting and logistics management.

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YRC

YRC maintains that the location strategy and layout planning have wide-ranging ramifications on the working and success of 30-minute delivery models.

The location strategy affects last-mile delivery time, inventory positioning and availability, logistics costs, resource allocation, rental and lease costs, prospects of growth and expansion, and competitiveness. For example, the positioning of fulfilment centres close to high-density market zones offers multiple operational and strategic benefits.

In quick commerce, layout planning holds a special place in meeting the delivery timelines. [Supply chain optimization](#) of fulfilment hubs and warehouses has direct ramifications on picking and packing operations, ease of navigation, stock replenishment, stock measurement operations, maintaining safety and security standards, space optimisation, and the selection and use of tech solutions.

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