



5-MINUTE SUPPLIER SURVEY

Help us build Hubbl *for suppliers.*

We are designing Hubbl to make serving independent restaurants profitable — one PO, one drop, one invoice per postcode. Five minutes of honest answers will shape what we build, and we will share the anonymised findings with every supplier who completes it. Thank you — Grace & Abbie.

How to return this: hand back to Grace or Abbie in person, or post to hubblhubhub@gmail.com · complete online at hubbluk.pplx.app/survey.html

1. About your business

Type of supplier (produce, dry goods, drinks, meat, dairy, cleaning, other), delivery region, roughly how many restaurant accounts you serve.

2. Share of your accounts that are independents (vs chains / groups)?

☐ 0–20% ☐ 20–40% ☐ 40–60% ☐ 60–80% ☐ 80–100%

3. Average drop size to an independent restaurant?

☐ <£150 ☐ £150–£400 ☐ £400–£800 ☐ £800–£1.5k ☐ £1.5k+

4. Roughly what does it cost you to serve one independent drop, all-in?

Picking, packing, driver, fuel, admin, chasing payment — best estimate is fine.

☐ <£15 ☐ £15–£30 ☐ £30–£60 ☐ £60–£100 ☐ £100+ ☐ Don't know

5. Do you turn away or de-prioritise independent orders because the economics don't work?

☐ Never ☐ Occasionally ☐ Regularly ☐ We use minimum-order thresholds

6. Top 2 pain points serving independents (tick up to two)

☐ Cost per drop ☐ Small basket sizes ☐ Order admin / chasing ☐ Failed / missed deliveries
☐ Payment terms / late payers ☐ Route inefficiency ☐ Volatile demand

7. Would consolidated orders — one PO, one drop per postcode — be valuable?

☐ Yes, materially ☐ Yes, marginally ☐ Neutral ☐ No

8. Volume uplift needed to justify a 2.5% fee on the incremental GMV Hubbl brings you?

Hubbl only charges on the new volume it unlocks — your existing accounts are unaffected.

☐ <5% ☐ 5–10% ☐ 10–15% ☐ 15–20% ☐ 20%+ ☐ Fee alone wouldn't work

9. How do you take orders from independents today? (tick all)

☐ Phone ☐ WhatsApp / SMS ☐ Email ☐ Our own portal / app ☐ Choco / Rekki / other

10. Would you accept a set delivery day per postcode zone in exchange for guaranteed volume?

☐ Yes, happily ☐ Maybe — depends on volume ☐ No, need flexibility

11. Gut reaction to Hubbl — and what would have to be true for you to trial it?

Hubbl pools independent orders on the same street into one consolidated PO, one drop window, one invoice per zone — a demand-side platform for suppliers.

12. Open to a follow-up call or an Edinburgh pilot?

Optional — leave blank to stay anonymous.

Name

Company

Email

Mobile

Thank you. We'll share the anonymised findings with every supplier who completes this. Hubbl · Grace Ramsay & Abbie Gilbert · hubblhubhub@gmail.com · hubbluk.pplx.app/survey.html