

# Christmas is coming!

Start your business  
planning with MBE.



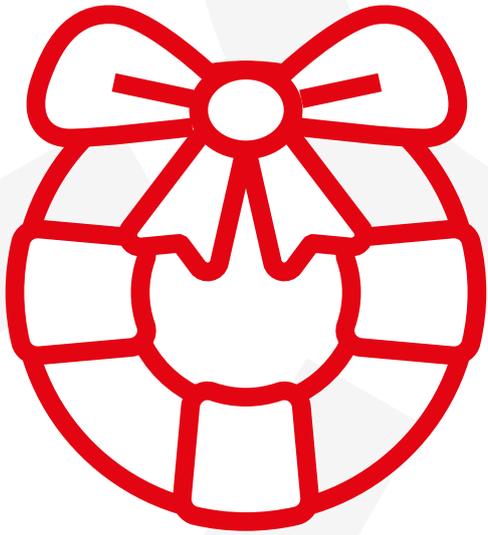
MAIL BOXES ETC.®

#PeoplePossible



## Tips for planning ahead:

1. Avoid last-minute decisions - be ready for the big dates
2. Choose a reliable shipping partner | 3. Get your website in shape
4. Branded Christmas cards & calendars are always a good idea | 5. Stand out from the crowd

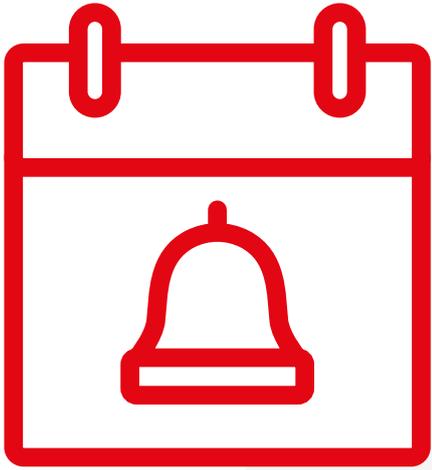


# Summer is the perfect time to prepare your business for Christmas!

The Christmas season is one of the most exciting times of the year but it's also one of the busiest and most stressful for businesses. It starts early, too, with Black Friday and Cyber Monday coming at the end of November to encourage people to shop online.

Whether you're a small business owner or part of a big company, you'll want to maximise the opportunities this seasonal peak brings, but you need to prepare yourself for the challenges too. Early planning is vital if you want to reach out to new customers and boost your business, and summer is the perfect time to build your strategy for the coming Christmas season.

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# 1. **Avoid last-minute decisions - be ready for the big dates**

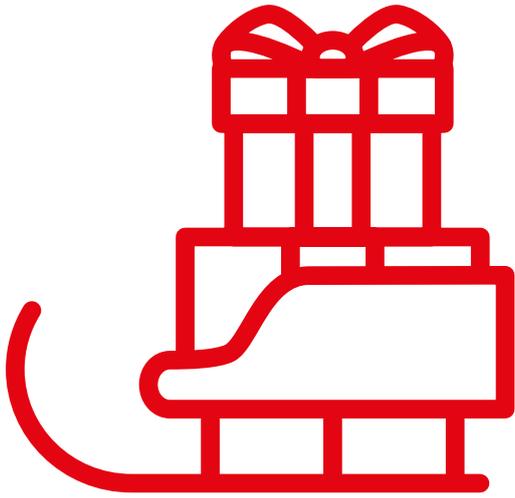
Last-minute is great when you're booking a holiday but not so good for growing your business.

Today is the right day to set up new solutions and services that will support your business during the Christmas season. Optimise your online store, make sure your website is running smoothly and will be able to manage a growth in orders and new customers.

An integrated logistics service is crucial if you're going to meet the expectations of your customers.

**Discover MBE Pack & Ship and Logistics, our first-class package delivery solutions for e-commerce businesses.**

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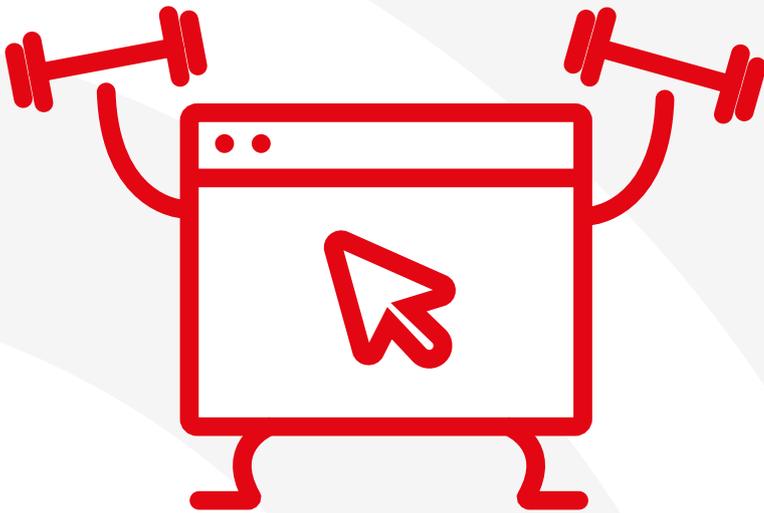
## 2. Choose a reliable shipping partner

When it comes to shipping you don't want to shipwreck. No matter how much your shipping volume increases during the Christmas season, your customers will still expect a tracking number, secure transit, on-time delivery and of course a good returns policy.

Get your packing and delivery under control now, or you could end up stranded on a desert island with no customers in sight.

**Keep your shipping safe with MBE Pack & Ship solutions.**

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### 3. **Get your website in shape**

A vibrant website is vital to attract visitors and encourage them to buy your products or services. Your website and e-commerce setup need to look engaging and professional, must provide a flawless user experience and should be full of great content about your company and the products or services you sell.

Refreshing your website copy, brand and imagery will make your website more effective, and will help your business succeed in the online marketplace.

**Take your website to the next level with beautiful design solutions from MBE.**

[Discover more](#)



## 4. **Branded Christmas cards and calendars are always a good idea**

Christmas is the perfect time to show someone you care about your relationship, and this goes for business as well as personal connections.

Working with your brand and imagery, we can develop high quality, imaginative designs for Christmas cards and calendars, for you to personalise with your own message and send to your key customers and business partners. We can even help with branded merchandise and executive gifts.

We'll help you get creative with graphic design and printing solutions that make your message stand out.

**Browse MBE Print and Marketing Solutions.**

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## 5. Stand out from the crowd

If you have retail outlets, let your storefronts speak for you. Outstanding window displays showcase your products or services and invite new customers to step into your store.

Creative storefronts help raise brand awareness and set the scene for the customer experience. Aim to create something unique and eye-catching – and update it frequently.

**Put your store in the spotlight with MBE Print and Marketing Solutions.**

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# Christmas is on the horizon

Get planning now, with MBE!



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