

Overview & Strategy

Plock product vision, Swedish WMS market, competitive position, pricing model

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Product Overview

Product Overview

What is Plock?

Plock is an **AI-native cloud Warehouse Management System (WMS)** built from the ground up for Swedish SMBs. Unlike traditional WMS products that bolt AI on as an afterthought, Plock treats machine learning and natural language interfaces as fundamental product primitives.

Tagline: *Smartare lagerhantering.* (Smarter warehouse management.)

A warehouse manager should be able to ask how many units of SKU-1234 do we have in Swedish and get a real answer with context, trends, and a reorder recommendation in under 3 seconds. No training required. No Excel. No consultants.

Brand

Element	Value
Primary colour	#1B4D3E — Deep Forest Green
Secondary colour	#2E7D5B — Medium Green
Accent colour	#F5A623 — Warm Amber (action, alerts)
Surface	#F7FAF8 — Light Mint
Text Dark	#1A2B23
Heading font	Inter
Body font	Inter
Mono font	JetBrains Mono
Icons	Lucide React
Grid	8px spacing system

Domain: plock.se / plock.ai (TBD — availability check pending)

Target Market

Primary — Swedish E-Commerce Companies

- **Size:** 1-25 warehouse workers
- **Order volume:** 500-10,000 orders/month
- **Accounting:** Fortnox (primary), Visma (secondary)
- **Pain:** Outgrown Fortnox Lager, cannot afford Ongoing WMS
- **Key jobs:** Receive goods, store by bin location, pick orders, pack, ship

Secondary — Small 3PLs in Sweden

- **Size:** 1-15 warehouse workers, 2-15 clients
- **Pain:** Need client isolation, per-client billing, multi-tenant inventory

Tertiary — Swedish Wholesalers and Distributors

- **Size:** 5-25 warehouse workers
- **Pain:** High SKU count, complex inbound (POs), reorder management

Market Context

Metric	Value
Global WMS market (2025)	4.57 billion USD
Global WMS market (2030)	10.04 billion USD
CAGR	17.1%
Swedish e-commerce companies	18,428
Fortnox customers	598,000+
Swedish e-commerce market	14.8B USD (2025), +5.7% annually
Nordic 3PL market	7.22B USD (2024) to 9.34B USD (2030)

Geographic rollout: Sweden first then Nordic expansion (NO, DK, FI)

Pricing Model

Pricing Model

Plans

Plan	SEK/month	Users	Target Segment
Starter	1,490	Up to 3	Micro e-commerce, first WMS
Growth	2,990	Up to 10	Growing SMB, small 3PL
Pro	4,990	Up to 25	Medium warehouse
Enterprise	Custom	25+	Large operations, custom SLAs

Competitive Positioning

Plock occupies the uncontested gap between basic inventory tools and enterprise WMS:

Competitor	Price	Verdict
Excel / Google Sheets	Free	Unscalable, no real-time
Fortnox Lager	369 SEK/mj	Not a real WMS — no scanner workflow, no pick routing, no carrier labels
Plock	1,490-4,990 SEK/mj	AI-native, full WMS, affordable
Bitlog WMS	~5,000-7,000 SEK/mj	Legacy tech, poor support
Ongoing WMS	5,700+ SEK/mj	Enterprise pricing, 3-month cancellation clause, zero AI

No credible Swedish WMS exists at SEK 1,500-4,000/month with AI features. Plock owns that space.

ROI Justification

Cost Item	Value
Average warehouse worker cost	44,000 SEK/month (incl. 31.4% employer contributions)
Picking time wasted on travel	30-70% of warehouse time
Smart Picking savings (conservative 20% efficiency gain)	8,800 SEK/month per worker
Cost per mispick remediation	~250 SEK
Plock Growth plan	2,990 SEK/month
ROI breakeven	Less than 1 prevented mispick per day

SAM/SOM Projections

Scenario	Market Share	Customers	ARR (SEK)
Conservative (0.5% of 18K e-com)	0.5%	90	~3.2M
Base (2% of 18K e-com)	2%	360	~13M
Optimistic (5% of 18K e-com)	5%	900	~32M

Nordic expansion (NO, DK, FI) represents 3-4x the Swedish market.

Pipeline Status

Pipeline Status

Gate Tracker (8-Gate Product Pipeline)

Gate	Name	Status	Notes
1	Market Research	PASS	Swedish SMB WMS gap confirmed
2	Competitive Analysis	PASS	Fortnox Lager vs Ongoing WMS gap validated
3	Tech Stack Decision	PASS	CEO approved 2026-03-03: Kotlin + Micro-Frontend
4	Product Requirements	IN PROGRESS	PRD v1.0 drafted — awaiting CEO sign-off
5	Database Schema	IN PROGRESS	Postgres 16 + Exposed ORM schema design in progress
6	UI/UX Design	PENDING	Requires frontend-design skill — ZAKON #3
7	Regulatory Compliance	PASS	Swedish moms, Intrastat, customs, GDPR reviewed
8	CEO Approval	PENDING	Final GO before build begins — ZAKON #2

Current Focus (Gates 4 and 5)

Gate 4 — Product Requirements

- PRD v1.0 complete: vision, personas, features, user stories, acceptance criteria, roadmap
- BookStack documentation created (2026-03-04 session)
- **Blocker:** CEO approval required before build (ZAKON #2)

Gate 5 — Database Schema

- Tech stack confirmed: PostgreSQL 16 + Kotlin Exposed ORM
 - Schema design for: organizations, warehouses, products, inventory, orders, picking, carriers
 - Multi-tenancy model: row-level isolation by organization_id
 - **Status:** Schema draft in progress
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Next Steps

1. CEO reviews PRD — approve or iterate (Gate 4)
 2. Finalise database schema (Gate 5)
 3. Invoke frontend-design skill for UI wireframes (Gate 6)
 4. CEO gives final GO (Gate 8) — build begins with hop-build
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Rules Active on This Project

Rule	Description
ZAKON #2	Build requires explicit CEO approval — no solo GO
ZAKON #3	Never create visuals without frontend-design skill
ZAKON #5	Every implementation task uses hop-build
ZAKON #9	Validator review mandatory after every build task
ZAKON #14	19-point quality gate before any deployment