

Pricing Model

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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.

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