

Retail Replenishment and In-Store Delivery - China

An international fashion retailer needed a solution for their distribution operations in China. The client needed a logistics provider centrally located in China who could receive and manage their product from multiple vendors.

OPPORTUNITY

The fashion retailer needed to combine their vendors' products in a single location, in order to distribute the products to ten different retail stores throughout China. The goods would need to be picked up, re-labeled and re-packaged according to pre-determined orders sent by the retailer.

OUR SOLUTION

Upon review of the customer's requirements, the team decided the best solution would be to import the vendors' products to our Shanghai facility, which is centrally located with respect to their ten retail stores. Expeditors and the retailer created standard operating procedures to ensure the value-added services were completed to fulfill both the client's requirements and the local market regulations.

Upon receipt in our warehouse, each of the vendor's loads were counted twice, both at the carton and piece level. The loads were also sorted by SKU and inspected for any over, short, or damaged goods (OS&D). If any OS&D were discovered, they were segregated and reported back to the client.

Orders were received via a packing list from the client showing the SKU number, pick quantity for each SKU, and its destination. Each order was specific to the retail store to which the product was allocated. Our material handlers would pick the allocated items and segregate them based on requirements. Chinese language care labels were sewn on, and string tags were applied to the inner tag of the garment. Once labelling and local market preparation was complete, they were re-packaged and loaded for delivery to one of the ten retail stores.

THE RESULTS

The use of our Shanghai facility provided the client a single location where all of their vendors' materials, which could be re-labeled, re-packaged, and allocated to their store locations throughout China. With our support, the client was able to expand their number of retail stores not just in China, but also across Asia. They saw an increase in their revenue in the region by \$15 million and an increase of in-store stock availability.