

DRIVING EFFICIENCY AND SPEED-TO-MARKET IN RETAIL SUPPLY CHAINS

AUSTRALIAN
HOMEWARES
RETAILER

THE NEED

An iconic Australian retailer required a logistics partner to support their international growth and ensure efficient supply chain operations. With over 300 stores globally and an online boutique shipping worldwide, their key challenges included:

1. Streamlining store allocations and deliveries for a diverse product range.
2. Ensuring accurate inventory management across multiple markets.
3. Aligning supply chain operations with their speed-to-market strategy.

THE SOLUTION

DP World developed a comprehensive logistics solution tailored to the retailer's needs, featuring:

- Stock allocated at origin using our ScanPack facility, packed into store-ready cartons by size and colour, and affixed with SSCC labels via our Warehouse Management System (WMS).
- Full visibility of events from PO creation to delivery at the destination distribution centre (DC) through the CS PO Portal.
- Synchronisation of data across multiple customer systems using seamless integration with our WMS and PO Portal.
- Maintenance of virtual warehouses with separate physical storage and inventory management to enhance operational flexibility.

THE RESULTS

✓ Unique scanning of cross-dock cartons and auto-printed labels streamlined cargo receiving processes and improved efficiency.

✓ Consolidated inventory holding for virtual warehouses minimised safety stock requirements, improving cash flow for the retailer.

✓ Speed-to-market supply chain strategy was fully supported, enabling quicker delivery to stores and customers.