

# Getting your products to stores faster.



The pace of fashion itself is just as great as the range of demands that the fashion industry places on its logistics service providers. Fashion retailing is just one of the areas subject to seasonal fluctuations and variable goods-in volumes at peak times. Global procurement processes are therefore just as indispensable as speedy deliveries and high flexibility. These can only be achieved through intensive, professional and sophisticated cooperation with distributors and suppliers.

### Challenge

The customer is a local shoe distributor based in the Netherlands, supplying around 100 stores on the domestic market and in Belgium. As the company's own warehouse is small – with limited capacity and fluctuating staff numbers and costs, depending on the season – there was insufficient room for stock levels that would justify mechanization and customization. At the same time the customer needed to be able to react fast and be flexible on internal and external changes, in order to stimulate sales and compete with discounters and retail chains. The aim was therefore to decrease throughput time and improve accuracy, leading to fewer returns and improving efficiency both in the warehouse and in shops. This would give the company an advantage over its competitors.

### Solution

Gondrand Traffic has invested a significant amount in developing a solid, integrated logistics solution for the fashion and retail industry, and has devised an innovative model that is sure to prove successful. We use a modern sorting facility, restructuring

core processes and integrating these into a warehouse management system to meet the specific requirements of the industry. By controlling and steering inbound flows, we are accountable for the stock and inventory you would like us to manage. Daily batch picking for stores using radio frequency technology is consolidated by the use of barcode tags at store level. The solution even includes collection and handling of returns from stores as well as intra-shop movements.

On the technical front Gondrand can deliver up-to-date information on shipment status and stock records at any time. The use of barcode technology enables us to provide detailed information about the content of each roll container arriving at a store. To complete the package, SMS and e-mail updates inform your customers that their orders have arrived. The products are not only delivered to your shops faster and more flexibly, but you also benefit from tailored, transparent stock management. The latter gives you up-to-date information on deliveries at every stage, leading to greater accuracy and improved end-to-end product flow.

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The Switzerland-based Gondrand Group is a global premium logistics provider offering worldwide transport and logistics solutions. With over 70 offices and 1,200 employees we are experts in road, air and ocean freight as well as contract logistics and special forwarding solutions. We are committed to providing our customers with reliable, top-class services.

**Personally worldwide.**