

Distribution center for fashion items

Characteristics of clients' industry

- Brand strategy based on shops that are mainly directly managed
- Products are used as gifts or targeted for young women, and promotion activities are frequently held
- New products are constantly introduced each season with more than 100,000 SKUs registered in a year
- Displays and decorations at shops frequently changes for a fresh look

Challenges

- To efficiently procure stock from numerous vendors
- Frequent delivery and appropriate DC performance in line with operations at shops
- To deal with huge SKUs in limited warehouse space
- To reduce additional work at shops (placing price tags, packaging, assorting, reinstalling display equipment, etc.)

Suzuyo's solutions

- Digital assort system (DAS) with highly efficient assorting ability
- Variety of transportation services to choose from, in accordance with shops and volume of products
- Operating as both distribution center (DC) and transfer center (TC)
- Subcontracting value added operation such as placing price tags and packaging
- Assorted deliveries to accommodate changes in shop displays

Results

- Enhanced performance for procurement to delivery, shorter lead time
- Low cost operation due to speedy, standardization process
- Reduction of warehouse space and inventory due to combined DC/TC operation
- Reduction of additional work at shops

