

CASE STUDY

PROJECT SPECIFICATION

Italian market distribution start
(The Netherlands / Italy)

INDUSTRY

Consumer goods / Toys segment

GOAL

In accordance with company sales strategy to spread European business activities, the goal was to launch the product range to Italian market, too. The logistics operations control centre (S&OP, orders processing, logistics flow control, billing) remained in Bratislava (SK), whilst the goods flow was organized from the EU Whse and distribution point in the Netherlands.

SUMMARY OF MAJOR PROJECT TASKS:

The logistics part of the scenario counted with business procedures extension connected with following areas and processes:

- SAP procedures (distribution point, customers SAP hierarchy, lead times, billing, etc.) updated to be ready to start shipping to Italy, facing the different country requirements - more complex customer parties' hierarchy: ship-to, sold-to, bill-to, retail chain or distribution chain member, buying alliance member, payer, factoring agency, etc.
- to accomplish distribution strategy facing the specific market complexity with incredible high ratio of extremely small shipments carried directly to small stores
- transport planning updated according to lead times per region, including southern regions and Italian islands
- customers picking and shipping instructions gathering, record and compliance
- paperwork preparation in accordance with country specifications
- rework / co-packing procedures update (retail displays, co-packing, labelling)
- cross border and cross dept project tasks coordination with depts of Orders processing, Planning and Logistics (Bratislava), IT and ERP support (Toronto), 3PL (The Netherlands), Italian sales office (Milan)

PROJECT OUTCOMES

- Logistics SAP transactions tested and prepared before start shipping
- all communication and escalation lines ready on time (Logistics dept. 3PL, Milano sales office)
- standard operational procedures (Scope of Work) document at the 3PL updated and approved
- staff at both sides trained for the shipping start according to approved SOP
- Italian orders shipping started from the Netherlands on time as scheduled
- set of KPI updated