

CASE STUDY

PROJECT SPECIFICATION

EU Logistics Process and new Whse Set Up
(The Netherlands)

INDUSTRY

Consumer goods / Toys segment

GOAL

In accordance with company sales strategy to extend the business into Europe and launch products on dedicated EU markets directly, the goal was to establish an European operational centre in Bratislava (SK) and a new warehouse in the Netherlands - both FROM SCRATCH. The intent was to establish business processes related to Customer service (Orders processing), S&OP cycle (both in Bratislava) and executive Logistics (served by 3PL from warehouse in Nijmegen, NL, and controlled from Bratislava).

SUMMARY OF MAJOR PROJECT TASKS:

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

- overseas goods-in flow from Far East, containers port-to-door trucking to Nijmegen in accordance with warehouse inbound planning
- customs brokerage in Rotterdam, correct HS codes set up per item
- warehousing procedures (containers inbound and off-loading, storage, orders preparation in accordance with customers / country picking and delivery specifications, orders handling out)
- transport planning according to lead times per country / region, paperwork preparation in accordance with country specifications
- freight to customers in 6 west-EU countries (later to 8) according to lead times
- rework / co-packing procedures set up (retail displays, co-packing, repurposing)
- logistics SAP transactions / EDI connectivity with 3PL
- cross-borders and cross-depts project tasks coordination with depts of Orders processing, Planning and Logistics (Bratislava), IT and Operational support (Toronto), two 3PLs (both The Netherlands and China origin office)

PROJECT OUTCOMES

- Logistics SAP transactions / EDI tested and prepared before the 1st container arrival
- all communication and escalation lines ready on time for the go live date (Logistics dept. and two 3PLs - overseas freight and continental logistics)
- standard operational procedures (Scope of Work) document created and approved
- staff at both sides trained to be comfortable with approved SOP
- goods flow-in procedures ready and tested end of Nov 2010, 1st containers arrival in mid Dec 2010
- goods flow-out procedures tested in Dec 2010, distributions start in Jan 2011
- two sets of KPI established with both 3PL providers (ocean and continental)