

END-TO-END SOLUTION CUTS TIME TO MARKET, COSTS AND IMPROVES CUSTOMER RELATIONS

MIQ LOGISTICS RETAIL LOGISTICS SERVICES

DELIVERING SOLUTIONS

The Challenge

Rapid time-to-market performance enables companies to capture retail sales when customers are buying. When the new UK management team for GANT saw turnaround times from order to delivery of nearly three weeks, they knew something had to change. Too much old inventory and too great an emphasis on airfreight were affecting profitability. In addition, the team had been charged with changing GANT UK's role in the supply chain from supporting nearly exclusively the company's wholesale functions to a balance of wholesale and retail channels.

The Strategy

Capitalise on the retail expertise and capabilities of MIQ Logistics, including our robust warehouse management technologies and local capacity. The benefits of greater inventory visibility and control would cascade into other supply chain functions including transportation, warehousing, distribution and customer service.

CASE STUDY OVERVIEW

The Client's Challenge:

Improve time-to-market performance while reducing expenses

Strategy:

Analyse entire distribution process for efficiencies

Solution:

Implement end-to-end warehouse and transportation solution

Results:

In first year, improved turnaround time by 60 percent while generating savings of 20 percent; additional cost savings and distribution process improvements implemented in subsequent years



The Solution

Implementation of the solution started in December 2008. GANT moved its warehouse operations into the MIQ Logistics warehouse facility in Hemel Hempsted, which runs the PKMS® warehouse management system for integrating warehouse, labour, transportation and inventory logistics.

The MIQ Logistics transportation services were based on a “cost-plus” structure, making transportation expenses transparent to GANT while reducing their actual cost-per-shipment charges.

This solution also enabled MIQ Logistics to provide on-site, real-time customer service for GANT, answering their customers’ questions and resolving their issues on the spot.

Since the initial implementation, MIQ Logistics identified and implemented additional efficiencies throughout the GANT distribution process. Building on our success with continuous year-over-year cost savings, GANT now turns to MIQ Logistics for packaging product for its Swedish and German operations and implementing a retail-specific e-commerce process.

The Results

Initial Key Performance Indicators called for a 15 percent improvement on all of the prior service provider’s metrics within a six-month period. MIQ Logistics achieved this and more.

With greater visibility and better control over its inventory, GANT cut its reliance on airfreight by 70 percent in the first year. At the same time, the turnaround time from order to delivery went from approximately three weeks to less than seven days.

Overall, MIQ Logistics saved GANT 20 percent on transportation and warehousing in year one, and an additional 10 percent in year two and we continue to implement innovative solutions that improve GANTS’ Supply chain.

ABOUT THE CLIENT

GANT started in 1910 in New Haven, Conn., with one man’s vision to create the perfect Oxford cloth button-down shirt. Over the years, GANT developed into a global lifestyle label for the entire family, with sales activities in over 70 countries. The company, which is headquartered in Sweden, offers apparel, footwear, linens and housewares.

ABOUT MIQ LOGISTICS

MIQ Logistics, a global logistics company, coordinates the movement of goods across multiple modes of the global supply chain. The experts at MIQ Logistics engineer flexible, cost-effective solutions to give companies improved supply chain control and visibility. MIQ Logistics helps businesses automate and improve shipment planning, optimization, administration, and overall supply chain processes while connecting our clients, their suppliers and the final consumer more efficiently.

