

# HEALTH & BEAUTY MANUFACTURER AND DIRECT MARKETER IMPROVES SUPPLY CHAIN WELLNESS

MIQ LOGISTICS GLOBAL SERVICES

## DELIVERING SOLUTIONS

### The Customer

The customer is a growing multi-national manufacturer direct marketer of health, beauty and household cleaning products. It's structure places responsibility for P&L within each country. In the United States, a leadership change in the Transportation department offered MIQ Logistics an opportunity to discuss new approaches to logistics management.

### The Challenge

The customer felt its supply chain was working fine. No pain, no need to change! However, having worked with MIQ Logistics in the past, and experienced improved operations, the new leader was willing to let us review the company's pricing and route information on outbound shipments to the United States, Japan, Taiwan, Malaysia and Australia.

### The Strategy

Analyze the pricing and route information to determine if we could optimize the customer's supply chain.

## CASE STUDY OVERVIEW

### The Challenge:

Determine whether supply chain optimization opportunities exist.

### Strategy:

Analyze the customer's pricing and route information.

### Solution:

Centralize outbound logistics processes in Hong Kong and implement state-of-the-art technologies.

### Results:

Reduce transportation expenses and increase productivity.



## The Solution

The analysis uncovered opportunities to reduce transportation expenses, reduce reliance on airfreight, streamline communications and improve service levels. The MIQ Logistics solution also increased shipment visibility.

Following implementation, a Hong Kong “control tower” provides a centralized resource for managing and monitoring the customs clearance processes and transportation on trade lanes used by the customer. The control tower oversees pricing and coordinates distribution to local markets. This aids the customer in enforcing price-to-market strategies, while stabilizing ship dates.

MIQ Logistics technologies deliver visibility for better management of purchase orders and inventory. In addition to facilitating shipment consolidation, this also increases productivity. Each market knows the status of inventory on order, and when to expect it in its warehouse, enhancing local planning and marketing efforts.

## The Results

The customer initially allowed MIQ Logistics to handle a few trial shipments. Our results encouraged them to turn over more business, and we now handle 80 percent of their global freight.

The customer enjoys both hard- and soft-cost savings. Shipment consolidation reduces transportation expenses. New product rollouts now typically ship via ocean freight, rather than the more costly airfreight. A website allows local markets to quickly find shipment status information, which the customer estimates cut in half company emails on orders.

## ABOUT THE CUSTOMER

The customer is manufacturer and direct marketer of naturally safer health, beauty and household cleaning products with warehouses in the United States, Japan, Taiwan, Malaysia and Australia.

## ABOUT MIQ LOGISTICS

MIQ Logistics is a global logistics company headquartered in Overland Park, Kan., and with offices in North America, Asia, Europe and Latin America. MIQ Logistics enables companies to improve their transportation network and overall supply chain efficiency by offering flexible logistics solutions supported by Web-native technology and global logistics management capabilities.

