



Retail Fixture Logistics: A Case Study



Delivering Store Fixtures was a Major Problem for a Global Apparel Retailer Until Axis Implemented a Program that Cut Costs and Increased Efficiency

A well-known global apparel retailer found itself dealing with the growing pains that often accompany rapid success. Business was booming. The company already had about 1100 stores across the United States and was planning to open 50-60 more stores domestically and 15 internationally each year.

But this major retailer had a major problem on its hands that had nothing to do with the production of fine apparel.

The company found itself struggling to manage an aspect of its business outside of its core competency – namely, the distribution of store fixtures for new store openings and renovations. To accomplish this task, the retailer had been depending on a combination of internal resources and outsourcing.

But this approach clearly was not working.

Neither the company itself nor its outside partner had the technology or the processes in place to provide the necessary visibility into the supply chain. The inefficiency that resulted led to late shipments, missing items, no accountability and inflated costs.



The retailer came to the realization that in order to solve this problem it needed to work with a logistics company that had experience and expertise in the retail sector. When it learned about Axis Global Logistics' direct-to-store program, the retailer realized that it had found the right partner. The company understood that this program offers retailers the fastest, most reliable service available and provides them with an overall supply chain solution designed specifically for their industry and their particular business – a solution that will optimize costs and efficiency when dealing with such issues as the delivery and installations of store fixtures for resets, remodels and new store construction.



Axis developed a customized program for this retailer designed to provide a single-source solution and also provided technology that offers complete visibility and cost control. All inventory was managed by Axis' web-based WMS system – which offers complete client access – and all transportation was tracked by the Axis Trak system.

Specifically, the process that Axis developed for the retailer worked like this:

- Once the client dropped POs to the vendors, Axis communicated with the vendor and coordinated all inbound shipping into Axis' distribution facility;
- All items were entered into Axis' WMS system and checked for order accuracy and damage;
- As new stores came on-line and were ready for fixtures, Axis coordinated with on-site personnel to establish timing and review manpower needs;
- The fixtures were packed, loaded and shipped to the store site;
- During transit, the shipment was tracked – the client and store crew had full access to the tracking information;
- Upon completion, the client was provided with final proof of delivery along with photographs of the fixtures to document the condition of the fixtures when delivered.



The results for the retailer were clear and dramatic. They included:

- Reduced transportation both in inbound and outbound shipping;
- True visibility into the current inventory;
- Less downtime and expense at the store level due to missed or late deliveries;
- No shrinkage of product at the store site;
- Significantly less damage – accountability when damage occurred;
- Reduced man hours on-site as a result of better communication and execution;
- Greater efficiency at the corporate level in managing this program.



As this famous global apparel retailer came to understand and appreciate, Axis Global Logistics' direct-to-store program is the future of retail logistics. Axis can design and implement a customized logistics solution that will increase your efficiency and cut your costs. Please contact us for additional information about Axis' solutions for retailers and for a thorough discussion of your needs.



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