



CaribEx WORLDWIDE

New Market - New Stores Tailored Distribution Program



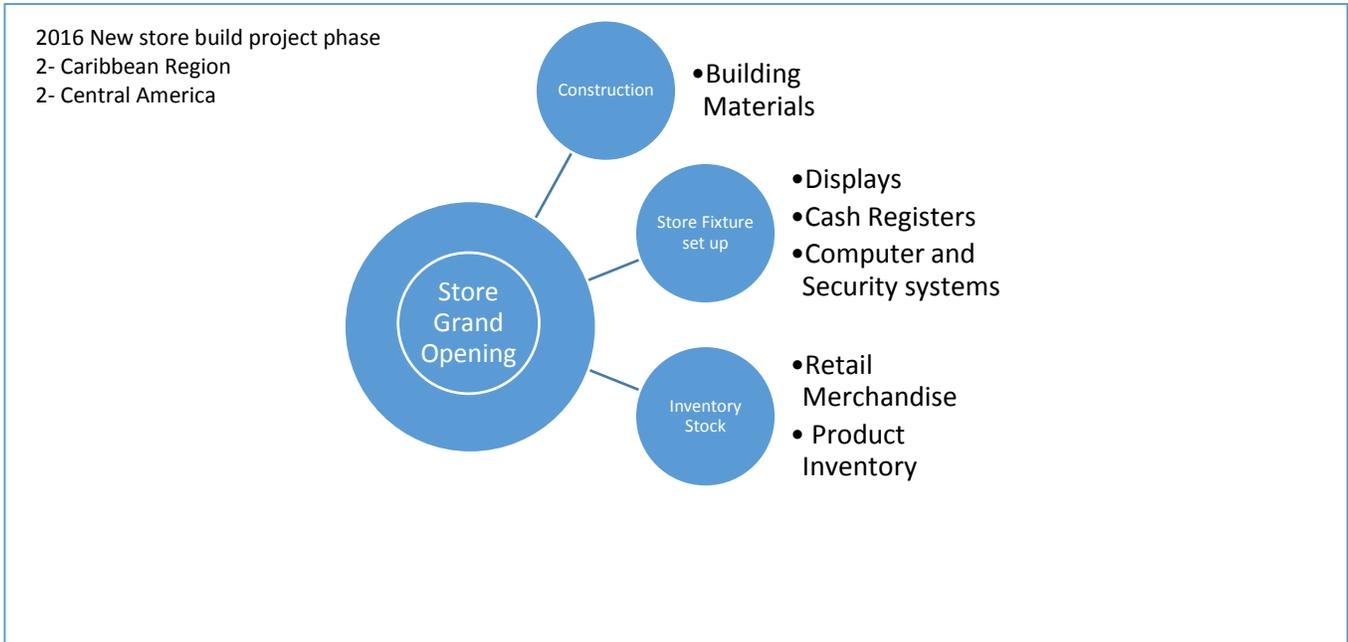
The Challenge

A major US retail company was making new market entry into the Caribbean and Central America regions. They needed to complete the construction of multiple stores in time to meet programmed Store Grand Opening dates. Direct shipping of store fixtures and inventory product from US and international locations to project sites had to be carefully scheduled in order to save time and minimize any impact to construction plans.

The Solution

The CaribEx Worldwide project team conducted a needs analysis covering the entire scope of the new store project across each location. The project was divided into three segments with established timelines for each site, building materials, store fixtures and inventory stock. Review of construction plans against supplier product availability took place to ensure on-time arrival. Satellite staging areas near each new store location were set up to maintain a steady flow of incoming materials and keep uninterrupted labor schedules. SOP's with timelines for each phase were broken down to a PO level with product category loaded based on needed date at each site. Once construction phase and store

fixture phase were completed, inventory merchandise and stock orders were programmed to deliver direct from US distribution centers to each store on time for Store Grand Opening.



The Results

Construction of all new stores was completed timely through streamlined communication, strategic planning, along with visibility of incoming building materials for construction sites. Uninterrupted schedules of store building project sites was achieved by having product available at project satellite staging areas. Complete inventory stock was achieved through transportation mode optimization of retail merchandise ready for store shelves and displays.

For more information on how CaribEx Worldwide can help to implement tailored logistics solutions

Contact us at 1-800-822-4185 or e-mail info@caribex.com