



# ORDER FULFILLMENT/ REPACKAGING/ TEMPERATURE CONTROL

## CASE STUDY

---

An Indian subsidiary of a global leader in cosmetics has a brand portfolio known across the globe. They are one of the fastest growing companies in India having achieved double-digit growth consistently over the past several years. The client sought to maintain the image of a company conscious of their customer's requirements and for promoting an approach to beauty that is fun and affordable.



## OPPORTUNITY

In an effort to achieve their ambitious growth targets and nurture their market towards a sophisticated approach to cosmetics, the client identified the following set of criteria for their logistics requirements: a temperature controlled environment for storing their products, short delivery windows and 100% on-time delivery, zero tolerance on damages during transit, quick scalability and a clean warehouse environment.

## OUR SOLUTION

Our multi-user facility in Bhiwandi, located on the outskirts of Mumbai, provided an exceptional solution. Expeditors' professional look and culture coincided with the client's approach towards their own customers, resulting in a strong relationship where both parties shared a unique vision.

We offered the client 1,250 ft<sup>2</sup> of temperature controlled storage with the scalability to support the client's expected growth. The warehouse is a multi-user facility, so space is shared, which means costs are controlled and remain variable.

The chaotic traffic congestion within Mumbai created a challenge for our team in ensuring deliveries were made within five hours of order placement. The urgent cargo was in small lots, so the team decided the best approach was to appoint a bike messaging service. This enabled the deliveries to overcome traffic issues and guaranteed on-time delivery.

We then assessed shipment-packaging requirements that enabled zero transit damages and avoided over boxing. Considering the nature of the cargo, our team decided to use bubble packaging on the inside of the carton boxes. From the time operations began and after these requirements were implemented, not a single shipment was damaged.

## THE RESULTS

These solutions offered a significant value to our client, fulfilling and exceeding their initial requests. We provided a scalable and variable cost effective model for warehousing, temperature controlled storage to ensure the quality of their product and on-time deliveries. Lastly, effective shipment packaging that led to zero transit damages. By developing a relationship with us, the client was able to maintain its reputation and continue to seek growth opportunities.

