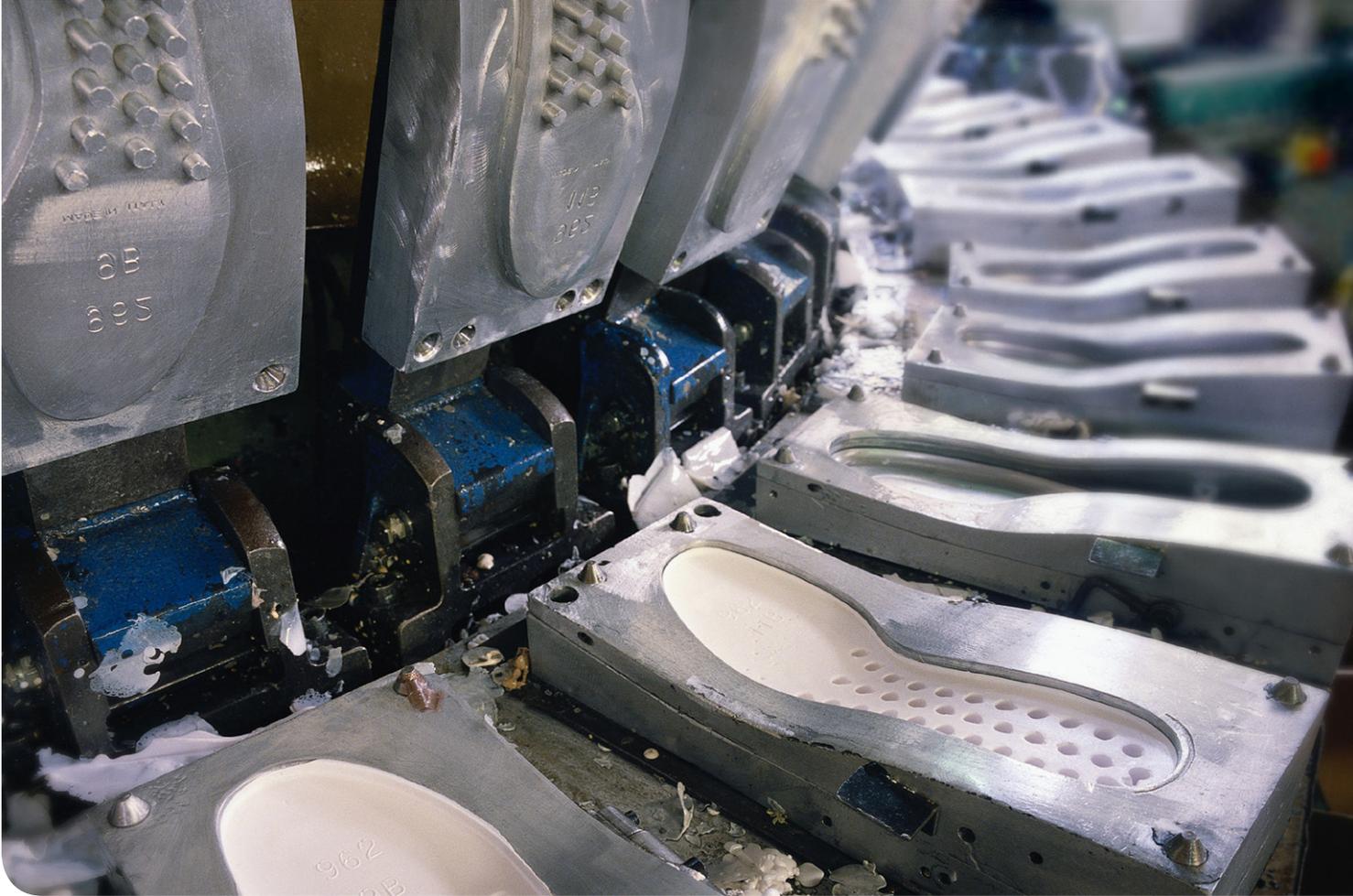


Case study



DAMCO SUPPORTS AMERICAN FOOTWEAR MANUFACTURER TO IMPROVE SPEED-TO-MARKET

IMPROVED ORIGIN PLANNING AND OPERATIONS ALLOWS GLOBAL FOOTWEAR MANUFACTURER TO GET PRODUCTS TO MARKET FASTER

THE CHALLENGE

The globally operating footwear manufacturer aims to build a new range of performance and lifestyle footwear brands. In logistics terms that means:

- Building infrastructure for the future
- Providing direct customer service and support
- Generating savings for its footwear brands
- Accelerating speed to market

In terms of speed to market, the company was having challenges at shipment destinations because goods were arriving late, resulting in lost sales.

To improve supply chain performance, Damco organized Origin Workshops with the company, where key representatives from both Damco and the footwear manufacturer identified supply chain performance, challenges and issues, shared experiences, devised solutions, identified opportunities for improvement and enhanced collaboration. Speed to market was a key agenda item.

THE SOLUTION

The theme of the workshops was to 'Think like the customer'. This was explored in a series of presentations, brainstorming sessions, group discussions, role-play exercises, Q&A sessions and warehouse visits. In one session, the Damco origin teams from China, Vietnam and Indonesia were encouraged to put themselves in the shoes of the customer's logistics manager, imagine what keeps him up at night and come up with strategic solutions.

To address the issue of speed to market, the Damco and customer teams decided to accelerate origin activities through improved planning and operations. Furthermore they identified smart planning tools to support loading and the best shipment schedules.

THE RESULT

Clear alignment on the supply chain management goals - and the actions needed to achieve them - resulting in a supply chain that is further optimized to bring products fast-to-market

THE CUSTOMER

The company is a major manufacturer of footwear for several lifestyle and performance segments. Its portfolio includes many well-known brands. These products are carried by leading retailers in the US and internationally in some 200 countries and territories. The company shipped 15,000+ TEU in 2014.

About Damco

Damco is one of the world's leading third party logistics providers specialising in customised freight forwarding and supply chain management services. For more than 100 years, we have been providing our customers with transportation and logistics solutions, wherever they are in the world. Our strategic approach and hands-on services are extensive. We tailor our solutions to meet our customers' every need, whether for a competitive shipment rate, or as a strategic partner who can identify and create short-term efficiencies and build up long-term competitiveness. For further information, please visit us at www.damco.com.

