

Warehouse Concept Design for Adventure Gear Manufacturer

About the company

The client is one of very few adventure gear and apparel manufacturing companies based out of India. Over the years the company has witnessed rapid growth and it expects to double its business volumes in the subsequent 4-5 year horizon. Existing infrastructure, warehousing maturity needs to be upgraded to enable the aggressive growth planned.

Business objectives

To study the current distribution network, identify the need for having multiple warehouses and study the impact on cost and delivery lead time.

Business complexities

- Planning for aggressive growth trajectory of enabling throughput of twice the existing volumes in a span of 5years
- ~1,000+ SKUs and distribution across multiple channels including online sales, institutional sales, distributor channel, company owned as well as company leased exclusive outlets and multi-brand outlets

Project highlights

- Greenfield Warehouse Concept: Prepared the concept of the finished goods and raw material warehousing requirements including detailed layout planning for optimized material flow.
- Design of the various other functional areas of greenfield facility for seamless integration with the production facility up the chain and to all distribution channels down the supply chain
- Process Improvements: Recommendation on the warehouse management system and the process re-engineering to ensure accuracy of stock, efficient picking and put away operations and resource planning for the future
- Pre-production Facility: Design included the sizing and flow of the pre-production facility integrated with the warehouse (Cutting Section, Embroidery Section)

Value delivered to the client

- Improved the efficiency of picking, put away and internal warehouse movements
- Designed the warehouse processes for a WMS environment
- Developed the key performance indicators for the warehouse operations

Concept designed of the Raw Material and Finished Goods warehouse for flexibility, scalability and dynamic business needs.