

LOGISTICS DEVELOPMENT UK LIMITED

Delivering major supply chain improvements

Strategic development and performance improvement case studies

Over a period of years we find that we often deal with most of our clients logistics and supply chain issues from the development of full company logistics, supply chain, stocking and warehousing strategy to detail issues in various facets of the operations. In addition we are also often asked to undertake other tasks where our analytical and experience can be used in a wide range of situations.

Below are a sample of case studies where the relationship has been long-term and covered a wide range of issues:

A manufacturer of plastics-based products for the building/office industry

This company is a substantial supplier to the building industry. Following the reorganisation of its distribution outlets problems had been encountered with the service offered to the customers. An extensive review was undertaken of all the customer facing aspects of the business.

Recommendations were made on how to reorganise the stocking and service arrangements, what service level targets to aim for (based on experience and bench marking), what the training requirements were and suggested technology that should be employed. Following this we were engaged to redesign one of the warehouse operations to improve the storage capacity. We then recently undertook a strategic review of the distribution centres their locations and operating costs.

A substantial High Street retailer

As one of the major high street discount retailers this business has achieved massive growth since it was formed in 1990. Our relationship started with the design, construction of their first major new warehouse. Following this we carried out a full logistics strategy exercise and then designed and equipped their second major distribution centre.

Following problems with rapidly rising stock levels we undertook a major exercise on the buying and merchandising function to explore what had caused the growth in stock holding. Important conclusions were reached on the issues of range control and the need to carefully manage the product range available to the stores.

The world's most famous prestige car manufacturers

This relationship has lasted for many years and started with the installation of our software to gain full control over the stock holding and product availability. We then asked to look at the business strategy for the Spares and Accessories function. A subsequent project involved examining how to cope with the introduction of a new vehicle and how the demand patterns for spares were likely to develop.

Work was also undertaken on the stocking mechanisms for their US based distribution operation. Probably our largest project for this company then arose with the full design and relocation of its complex warehousing operation.

Our work has now extended into modelling and simulation to achieve further improvements in performance.



One of the largest logistics contractors in Europe

Our relationship with this major player in both the UK and Europe covered many projects. Whilst primarily concerned with warehousing they included major retail distribution centres, food ingredient warehouses, drinks warehouses, parts warehouses and warehouses in EU countries amongst the many projects.

One of largest computer products distributors in the world

As a fast growing AIM company we worked with this business through all the stages of its growth to become the largest computer mail order products distributor in the UK. This involved relocation, operational method development, the provision of lease management as the operations changed in character arising from their growth. Finally upon its acquisition by a \$bn + US multinational we assisted the relocation to a combined site.

One of the largest Confectionary manufacturers in the UK

The first low budget project that we undertook for this company involved the design of a new deep freeze store. Following this we were engaged to change all the warehouse operating methods to enable the then over-stretched distribution facility to cope with more volume, to undertake an investigation into a high level of distribution errors (which, following intensive analysis, uncovered a theft ring), a full strategic distribution study for the UK followed by the design and delivery of a brand new multi-temperature distribution centre, and then a review and analysis of their mail order operations followed by a strategic logistics plan for that business.

These are just a few examples of the types of relationships that we have with our many clients. As will be observed they frequently cover a full era of development.

The key facets of our services in all these situations are the same and comprise:

- Considerable experience in a very wide range of business sectors and types of operations.
- Very strong analytical skills based on the use of detailed company data.

- The ability to communicate with the shop floor and management staff in the business, to identify the key information that needs to be understood about the business, and to gain this information. Further to confirm that we actually have the correct picture.
- The use of highly advanced simulation tools to test ideas and concepts in a way that provides very realistic, detailed and reliable insights as to what will actually happen if a particular approach is used in any aspect of the company's operations.
- Strong modelling and financial skills to calculate the capital, and operating costs/benefits, of any proposed change.
- The ability to present the conclusions and recommendations at senior management and board level gaining commitment to necessary action plans.
- The experience, knowledge and determination to ensure that change is actually driven through where this is needed. (We are never satisfied until we know that the planned result has actually been achieved.)