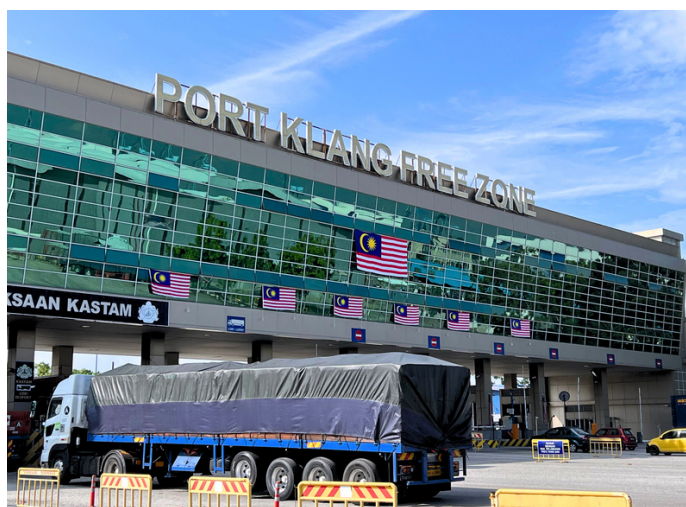


# SAVINGS REDEFINED: RETAIL GIANTS' SUCCESS WITH 20CUBE'S SUPPLY CHAIN STRATEGY



## CHALLENGE

An industry-leading retail powerhouse operating across Australia, New Zealand, Singapore, and Malaysia, grappled with the complexities of managing a global supply chain, leading to high operational costs and logistical intricacies.



## SOLUTION

The core of the transformation lay in 20Cube's Port Klang Free Zone Multi-Country Consolidation (MCC) approach. This innovative strategy enabled seamless consolidation and distribution of products from diverse origins such as China, India, Bangladesh, and other parts of the world.

## LEVERAGING PORT KLANG FREE ZONE'S STRATEGIC BRILLIANCE

### Empowering Seamless Operations

Collaborating with 20Cube, the retailer harnessed the strategic advantage of PKFZ to streamline operations and achieve unparalleled efficiency.



### Centralised Warehousing

By utilising 20Cube's world-class warehousing facilities, the retailer unlocked cost-effective storage solutions that paved the way for elevated logistics management.



### Strategic Global Sourcing

PKFZ's location enables flexibility and centralised product receipts, optimising sourcing from diverse global origins



### Flexible Supply Chain Dynamics

The MCC approach allowed for just-in-time inventory flows and advanced stocking, empowering the retailer with dynamic inventory management.



# REVOLUTIONISING SUPPLY CHAIN EFFICIENCY

## Key Benefits Gained

### OPTIMISED CONTAINER UTILISATION



Minimised LCL and ad-hoc airfreight, leading to increased container efficiency



### EFFICIENT UNLOADING AND HANDLING



Drastically reduced unloading and destination handling costs.



### STREAMLINED RECEIPTS



All items were barcoded at PKFZ before dispatch, streamlining receipts at stores.



### ENHANCED VISIBILITY



Provided complete visibility of merchandise from the point of dispatch to store shelves.



### CENTRALISED PLATFORM



Leveraged client's digital platforms for single-window visibility of the supply chain and inventory.



### INVENTORY TIME MANAGEMENT



Non-seasonal SKUs placed back-to-wall, while items picked ahead of local demand by 6-8 weeks.



### EFFICIENCY AND COST SAVINGS



Immediate container unpacking at PKFZ's Container Freight Station reduces lead times and costs.



## Results in Numbers

Achieved approx.

# 25%

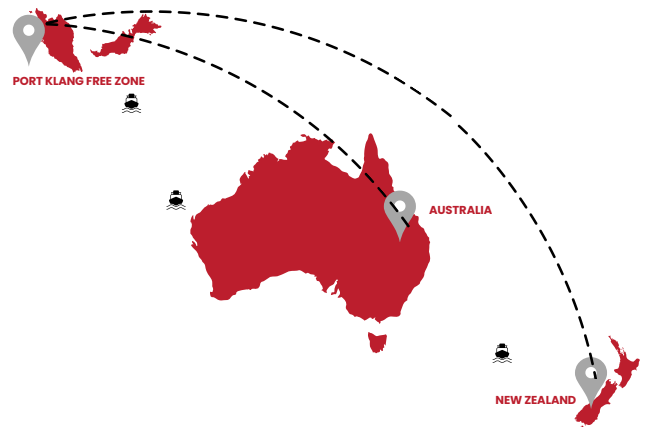
reduction in total logistics costs, enhancing profitability.

90 days to just

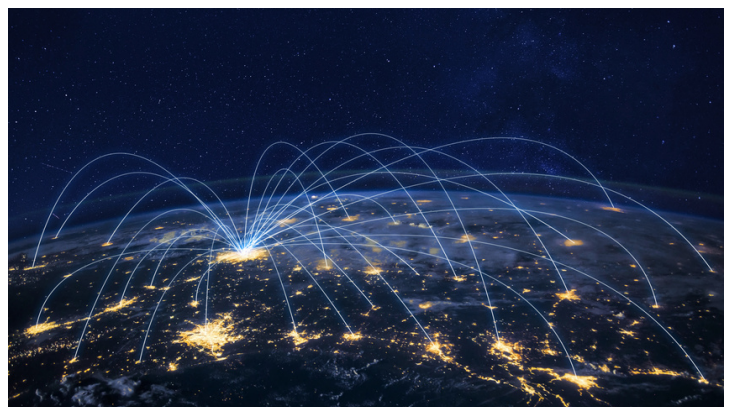
# 70 days

the lead time from source to store was cut, enhancing responsiveness to market trends

## Strategic Positioning for Swift Distribution



Container goods are positioned strategically for rapid distribution



## CONCLUSION

The collaboration with **20Cube** has empowered this retailer to transform a complex supply chain into a model of efficiency and cost-effectiveness. The success story of the multinational retailer showcases the immense potential for businesses, especially retailers, to capitalise on strategic partnerships and optimise their global operations.