



Retail

In today's fast moving Retail industry, where product availability on shelf is critical and guaranteeing end consumer satisfaction in what is a competitive environment is core, having a best-in-class supply chain will give you a leading edge.

DHL Exel Supply Chain has unmatched worldwide presence to support our customers across their end-to-end global supply chains, optimising logistics processes at every stage.

Consumer demand

- Consumers demand product availability in-store and delivery convenience, with a focus on price which constantly pressures margins. In addition to this, retailers have to deal with multiple sales channels and the growth of online retailing.
- Through its flexible and adaptable solutions and optimisation of inventory holding, DHL gives its retail customers improved service levels, and meets changing business needs. When coupled with shared facilities and transport networks this also results in reduced logistics costs, reduced investment in assets and inventory holding.
- With a continual drive for innovation, including the practical application of new technology and standards such as RFID, DHL is helping retail companies to remain agile in dealing with multiple sales channels.

Market pressure

- To stay ahead, retailers need to accommodate seasonal and promotional product ranges with complex dimensions, handling characteristics and high volumes of SKU (eg in department stores).
- Through its 50+ years of operating in the retail industry, DHL has developed flexible and adaptable solutions, to ensure retailers stay ahead of their competitors.
- A continual drive for innovation, including the practical application of new technology and standards such as RFID, GS1, ECR process recommendations, gives our customers competitive advantage through higher product visibility, increased track and trace and faster speed to market.
- Pan-European and Country supply chain services.

"The close collaboration with DHL gives us the security to guarantee the required services for our customers – the stores."

Kurt Spitznagel
NDM - National Distribution Manager
C&A Mode Brenninkmeijer & Co



"Our long lasting partnership with DHL in our business and our collaboration in the METRO Future Store Initiative is a thorough base for a permanent innovation process. Together we are driving the implementation of RFID technology in logistics."

Dr. Gerd Wolfram
Management Board / Advanced
Technologies
MGI METRO Group Information
Technology GmbH

METRO Group





Complex supply chains

- In the retail industry, supply chains are becoming extended and more complex, as suppliers move to lower cost countries and trade and legal demands including import controls/quotas/tariffs, food legislation and WEEE increase.
- With its multi-level Global, pan-European and Country supply chain services, and its holistic logistics management approach, including vendors and product quality, DHL delivers optimised supply chains to its customers, reducing lead times and improving service levels.
- By sharing facilities and transport across a range of our customers, costs are reduced while investment in assets and inventory are minimised.
- Utilising the latest visibility tools to track shipments and products, customers increase the control of their supply chains and maintain the highest levels of product availability and security.



Key services

- Dedicated and shared distribution centre and transportation solutions.
- Global supply chain management, including vendor management in origin countries.
- Fast moving cross-docking of pre-allocated and pick-to-zero deliveries.
- E-fulfilment services from order management through to end consumer.
- Home delivery services: parcel, one and two man operations.
- Specialists in the delivery of Department Store services.
- In-store logistics expertise to manage the flow of goods to the shelf / rack.
- Supply chain consulting and simulation/optimisation planning.
- Partnership approach to investment and benefits delivery.



DHL Exel Supply Chain in EMEA

As the global leader in contract logistics, we are ideally positioned across the EMEA region to provide the most efficient and effective supply chain, delivering value to our customers.

-  Contract logistics and freight forwarding
-  Freight forwarding only

