

Enabling strategic growth for a Beauty Omnichannel Retailer through efficient logistics

Effective omnichannel strategies optimized order management, market adaptation, and returns, ensuring efficient, timely, and scalable operations for the customer



Customer Challenge

- Challenge of fulfilling and distributing 1,800 online orders daily while adapting to new and evolving market requirements
- Navigating complex and frequently changing requirements for product bundling and promotions
- Managing a 5% Year-on-Year demand growth while reducing time-to-market, especially considering the geographical challenges of the Philippines
- Handling a significant volume of product returns effectively



DHL solution

- Strategically located Distribution Center (DC) at Sta. Rosa Laguna for easy access to major ports and expressway
- Streamlined logistics for quicker processing, delivery and temperature-controlled optimal product storage
- Enhanced operational efficiency and accuracy with flow racks and regular forecast reviews for effective slotting
- Provided Value-Added Services (VAS) including co-packing, quality inspection, and pallet management
- Structured delivery lead times: same to next day for Metro, 2 days nearby Luzon, 3 days far Luzon, 5-7 days interisland (Vismin)



Customer benefits

- On time deliveries for both land and inter-island regions with competitive distribution costs through consolidated deliveries for major cities
- Flexibility and scalability to meet future growth and service demands
- Increased efficiency and accuracy in fulfilling both B2B and consolidated B2C orders which led to reduced return volumes
- Minimized risk of damaged goods during loading, unloading, and storage
- Zero-case record for legal and compliance complaints



Case study



Customer facts

Geography	Philippines
Sector	Retail Beauty & Cosmetics
Services	National Distribution Centre