

# DIRECT-TO-CONSUMER (B2C)



## Speed, cost, and visibility – delivering retail and fashion items direct from manufacturer to consumer

Retail and fashion manufacturers don't like to keep customers waiting. They need faster inventory consolidation, goods transportation, customs clearance, and final-mile delivery to consumers' homes and retail stores, all with end-to-end visibility.

### TYPICAL BUSINESS CHALLENGES

- Accelerating speed of service
- Optimizing consolidation & deconsolidation
- Reducing the cost of delivery
- Maintaining parcel-level visibility
- Gaining a competitive advantage

**DHL**

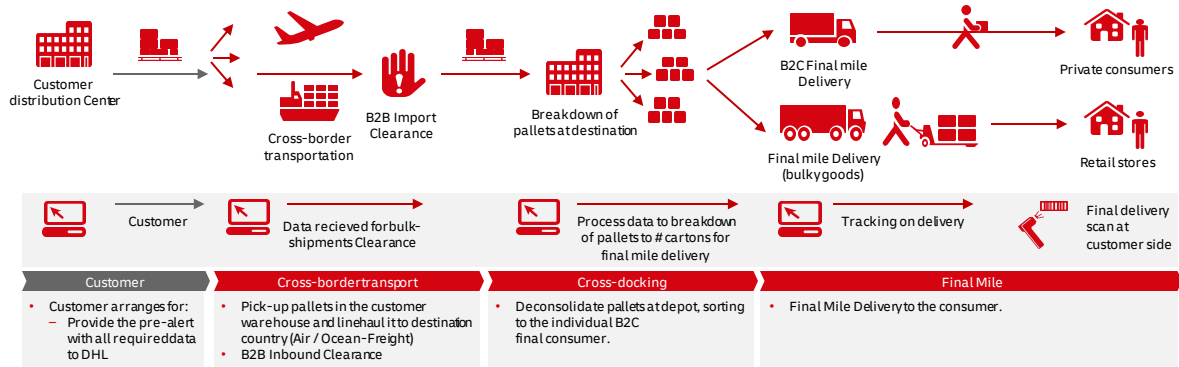
## DHL SOLUTION

This business-to-consumer (B2C) solution delivers each item to its destination swiftly and cost efficiently, and includes parcel-level visibility throughout the domestic or international journey. It bypasses the cost and complexity of warehousing, and achieves accurate and direct parcel delivery.

### SOLVING YOUR BUSINESS CHALLENGES


- ✓ **Accelerating speed of service** – Short end-to-end transit times achieved with tech-driven logistics processes, full system integration, and end-to-end data flow; prompt air and ocean freight bulk transportation; fast customs clearance; rapid pallet breakdown; swift final-mile dispatch
- ✓ **Optimizing consolidation & deconsolidation** – Consolidate inventory at origin; simplify inbound processes by bypassing warehouses; cross-dock hub is used to deconsolidate bulk shipments; after pallet breakdown, parcel-level data is used to sort individual items for direct delivery
- ✓ **Reducing the cost of delivery** – No need for costly warehousing and long-term storage
- ✓ **Maintaining parcel-level visibility** – System connectivity and integration provide all parties with end-to-end shipment visibility; accurate data at parcel level facilitates bulk customs clearance and direct delivery to final consignee
- ✓ **Gaining a competitive advantage** – Fast, cost-efficient B2C delivery encourages future purchases

### SPEED, COST, AND VISIBILITY – DELIVERING DIRECT FROM MANUFACTURER TO CONSUMER



## DIRECT-TO-CONSUMER (B2C)

### KEY BENEFITS FOR YOUR BUSINESS




**FAST**


Rapid transportation, customs clearance, and final-mile delivery

**LOWER COST**

Using a cross-dock hub for deconsolidation and dispatch



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**COMPETITIVE EDGE**

With direct B2C delivery

**SEAMLESS INTEGRATION**

With DHL's logistics expertise and experience

