

Apparel Case Study

Introduction

One of Toll's leading Apparel customers is a leading designer, marketer and wholesaler of branded apparel, footwear and accessories. The Company also markets directly to consumers through its chain of specialty retail and value-based stores and through its e-commerce web sites.

The Company represents a wide range of individual brands, and each brand is differentiated by its own distinctive styling, pricing strategy, distribution channel and target consumer. The Company contracts for the manufacture of its products through a worldwide network of quality manufacturers.

The Company has capitalized on its nationally known brand names by entering into various licenses for several of its trademarks, with select manufacturers of women's and men's products which the Company does not manufacture. For more than 30 years, the Company has built a reputation for excellence in product quality and value, and in operational execution.

Key Issues

The Company required a full service logistics provider to deliver comprehensive end-to-end logistics solutions to their U.S. distribution centers. These services needed to include origin consolidation, port splitting, garment-on-hanger services, P.O. management and visibility, buyer consolidation, cross docking, transloading, direct-to-store and inland transportation management.

Proposed Solutions

A summary of the supply chain process managed by Toll Global Forwarding (previously Summit) is detailed below:

- P.O. is received via LOG-NET and vendor contact is initiated.
- Goods are collected from contracted manufacturers throughout China, Southeast Asia, Indian Subcontinent, Middle East and select European countries.
- Orders are consolidated by destination and services type (sea, sea-air, sea-truck, air)
- Toll manages the freight forwarding from all origins (approximately 10,000 FEUs annually)
- Toll provides origin pick & pack services for non-USA destinations requiring direct-to-store service.
- Toll performs U.S. Customs ISF filings, as well as AMS filings.
- Toll provides Advance Shipment Detail information which is integrated with the Company's U.S. broker, Toll WMS, and distribution center WMS.
- Toll coordinates "Hot Shipments" with the Company's transportation department and provides expedited transloading services at the gateway port along with integrated in-house line haul services to the final destination.
- Toll provides DC By-Pass solutions for direct-to-store shipment processing on select orders.
- Toll provides DC – Retail Customer Store Deliveries

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Outcomes Achieved

- Increased order accuracy at origin due to vendor management services.
- Reduced inventory carrying costs due to expedited delivery options.
- Improved customer satisfaction due to on time, consistent delivery
- Supply Chain flexibility through visibility and mode selection at the latest possible time.
- Improved loadability and reduced transportation costs through origin consolidation program.