

Consumer & Retail Sector Expertise Delivering Value



SUB-SECTORS WE SERVE

Retail &
e-Commerce

Food &
Beverage

Cosmetics
Personal Care

Fashion
Sportswear

Household
Products

Publishing &
Media



The Consumer and Retail sector is among the world's most dynamic industries, where every day presents new challenges and opportunities. Consumer buying habits, new channels of distribution, complex market trends and global economic uncertainty underscore the need for continuous improvement in Consumer and Retail supply chains – requiring ever-increasing velocity, flexibility and affordability.

CEVA uniquely understands Consumer and Retail challenges and opportunities – our experience in this sector extends back more than 100 years. The world's premium brands rely on our deep experience, strong dedication and impeccable execution. We make business flow for eight of the world's Top 10 retailers and eight of the world's Top 10 home and personal care companies.

CEVA services

CEVA's integrated service offerings span the entire supply chain: **Contract Logistics** services include inbound logistics, manufacturing support, outbound/distribution and aftermarket logistics.

Freight Management services include air, ocean and land-based transport and other freight transportation-related services, such as customs brokerage, local pick-up and delivery service, materials management and trade facilitation. We support route optimization and pool distribution to create optimal local networks. Our global network means that products arrive safely and on schedule wherever they are needed.

For more information, please contact
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Dedicated fulfillment centers

CEVA offers a complete range of warehousing services, either standalone or multi-user, with either omni-channel or multi-channel distribution. We operate a number of large dedicated fulfillment centers that provide complex Distribution Support Services, including: receiving, storage, picking, shipping; palletization, boxing, labeling; point-of-sale kitting; Vendor Managed Inventory; material inspection and quality control; lot tracking and serialization; inventory management; transportation planning; and integration with ERP and MRP systems. Our LEAN program continuously delivers process improvements, and seeks new ways to improve operational efficiencies.

www.cevalogistics.com

Case Study

e-Fulfillment Solutions

CEVA's e-fulfillment solutions are designed to meet the needs of e-tailers, online consumers and customers. Through a modular and scalable approach, CEVA's e-fulfillment solutions offers everything from the most basic through the most sophisticated and complex services at a country, regional and global level. The CEVA Matrix™ suite of technologies provides enhanced visibility of customer data, sales and returns.

Supply Chain Solutions

CEVA's global control towers are used to manage the end-to-end movement of shipments within CEVA's multi-user network and customer contracts with the aim to maximize service and fleet productivity while offering customer channel selection.

- **Lead Logistics Services**
- **Active Order Management**
- **Network Design & Optimization**
- **Load Planning**
- **End-to-End Supply Chain Visibility**
- **Integration with ERP / MRP Systems**

Inbound Transportation

CEVA is one of the largest global freight forwarders operating within a worldwide network. Customized solutions for your specific inbound transportation requirements are at the heart of our services.

- **Air, Ocean, and Sea / Air**
- **Customs Brokerage**
- **Goods on Hanger (GOH)**
- **DC Bypass Programs**

Outbound Transportation

CEVA is uniquely positioned as a freight forwarder with our own network in North America, offering a multitude of transit and delivery times with a global footprint that can align all supply chain solutions.

CEVA's Domestic Services include...

- **Home Delivery** – to the home or room of choice with white glove service as appropriate, with emphasis on customer delight
- **Events & Fixtures** – premium event specialists and logistics programs to set-up new stores, remodels and channel marketing
- **Reverse Logistics** – asset recovery and residential/B2B swaps, leveraging white glove competency
- **Pool Distribution** – allows retailers to “pool” freight destined for multiple stores in a region from either a distribution center or a vendor to a single strategically located cross-dock destination

CASE STUDY:

Challenge:

One of the world's leading apparel, footwear and sports equipment companies needed to improve its fulfillment program for samples. With retail customers in more than 160 countries, the samples program is large and complex with over one million units shipped annually.

The customer wanted a customized end-to-end solution for its US samples program to support sales meetings, trade shows and sample product fulfillment requirements. The company wanted a partner with global supply chain capabilities and both strategic and implementation expertise. Specifics included:

- Move from manual program to a made-to-measure system
- Reduce transit time from order release to product delivery
- Provide visibility of product throughout the supply chain
- Streamline the operational processes by integrating order management, transportation, customs brokerage, fulfillment and delivery activities

Solution:

CEVA created an integrated transportation and distribution solution for the samples program, covering the entire supply chain from manufacturer to stores in the US, including:

- Origins vendor management, international transportation, brokerage, warehouse management, pick and pack, US domestic distribution, racking for shows, Return Merchandise Authorization
- Created a center of gravity study to identify the optimal warehouse location and implemented the operation
- Sample airfreight for door-to-door delivery – part of the global airfreight program CEVA operates for the customer
- Customs brokerage – CEVA is the company's exclusive customs broker in the US
- Implemented state-of-the-art technology for full visibility of products, including integrating information flow between the customer and CEVA's operational systems via EDI
- Web-based Warehouse Management System tool for real-time visibility, linked to the customer's SAP system
- Transportation Management System to plan, monitor and execute inbound and outbound transport operations determining the best schedule
- Analytics and reporting vendor adherence to service level agreements, products and shipment status

Result:

- End-to-end visibility of orders and their status through CEVA proprietary transportation visibility tool
- Improved cycle time by 40 %
- Delivery window narrowed by 50 %
- 99.8 % inventory accuracy compared to 70 % before
- 30,000 unique SKU's processed
- 28,000 outbound shipments per year
- Benefit of CEVA's global freight management network