

Case Study – retail & consumer goods in Europe

Using 4flow vista® to find the cost-optimal setup for the distribution network after expansion into new market

Background

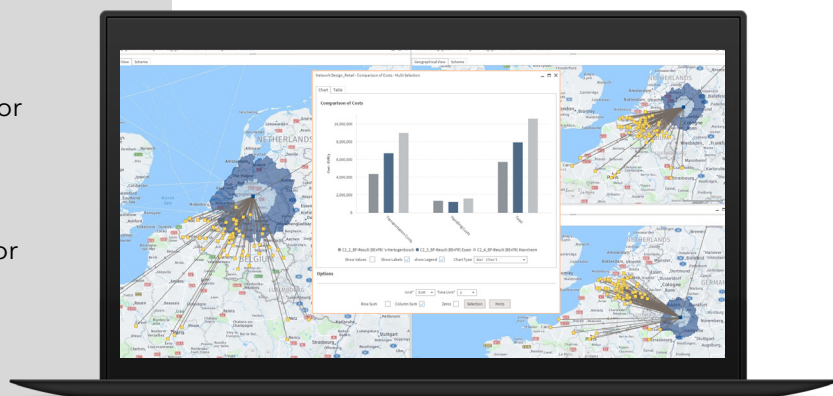
- > Consumer goods retailer entered a new market via acquisition
- > Two inefficient legacy transportation networks to be merged into lean network
- > Need to decide on distribution structure
- > Plan to support future decisions about market expansion with calculated supply chain costs

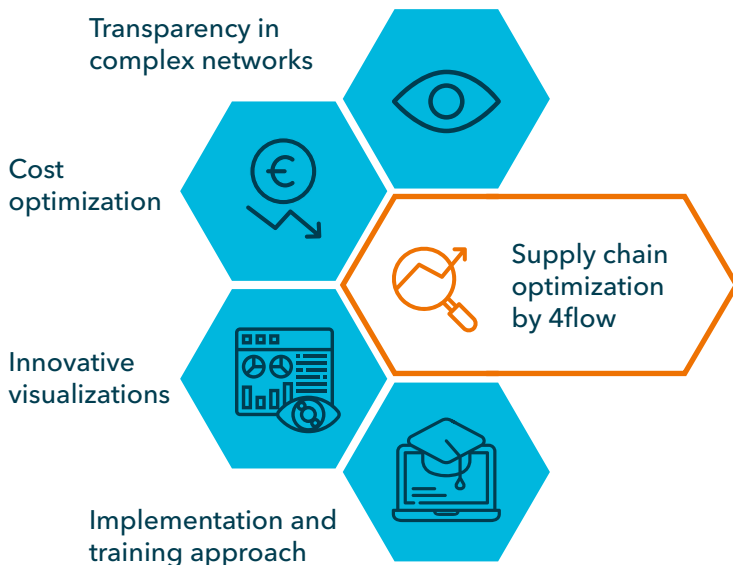
Project approach

- > Prepare transportation network for entry into new market and regions
- > Find optimal import concept, with cost-optimal port of discharge and number of ports needed to supply whole EU network
- > Find optimal distribution concept, including optimal number and location of hubs and transportation mode (LTL vs. milk run)
- > Gain transparency over total costs

Outcome and benefits

- 1 Transparency in European network structure and total costs was achieved
- 2 Scenario creation was made easier with always-up-to-date master data, and efforts for the planning team were reduced
- 3 Cost-based decision making was enabled for the management team





Retailers are facing the challenges of volatile customer demands and significantly increasing supply chain costs. A tool to adjust the network structures and transportation plans helps businesses in retail overcome these challenges.

About 4flow

4flow is a leading provider of supply chain consulting, software and fourth-party logistics (4PL) services. With this cross-functional competency, we are able to meet and exceed the highest standards of quality and innovation.

20+

offices in Europe, North America, South America and Asia

900+

team members globally

400+

customers globally

Our expertise - supply chain software

Software for network optimization and fully integrated transportation and container management



Digitization and software



Supply chain strategy



Sustainable supply chain



Network and transportation optimization



End-to-end transportation management

Interested or have questions?

Contact us!

Get in touch to have your questions answered or to schedule a live demo of our software solutions.

We look forward to hearing from you.

4flow software

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