



## Consultants in Material Handling Logistics

Operations Design for Warehousing, Manufacturing and Distribution

### **DISTRIBUTION CENTER DESIGN – DISTRIBUTOR OF SUNGLASSES AND PRESCRIPTION FRAMES**

#### **CLIENT:**

A major distributor of sunglasses, ranging from high end designer to mid price point products, was consolidating its operations. The company also has a prescription frame business.

#### **DESCRIPTION OF OPERATION:**

The client distributes through multiple channels including: mass merchants, supermarket chains, drug chains, department stores, optical chains and opticians. The company had been growing at over 20% per year for several years, with the prior year's increase being about 50%. The client operated three facilities for operations and storage. One facility was the primary operations location. The other two locations handled pre-ticketed merchandise for Wal-Mart, collateral product, displays, samples, returns, reclamation and the premium brands of sunglasses. The company also used public warehouse space. Most of the staff were involved in customization of the sunglasses to the specifications set by the various customers. Preparing floor ready displays are a growing portion of the processing requirement.

#### **OBJECTIVES:**

The primary objective of this project was to design a consolidated DC that will increase capacity and contribute to reductions in operating costs through increased productivity. Improved customer service, enhanced control and accuracy were also objectives.

#### **CONSULTING SCOPE OF ASSIGNMENT:**

1. Detail design the operations for the new consolidated distribution
2. Develop a high-level "gap analysis" between existing information systems support for the DC operation and recommended functionality to support the new operations design
3. Define functional equipment specifications, prepare bid packages, and assist with the administration of the bid process
4. Develop move plans and provide move management assistance.
5. Provide general implementation assistance including coordination with the developer, architect and various engineering groups involved with construction

#### **RESULTS:**

The 295,000 sq. ft. facility was successfully implemented and exceeded productivity and throughput expectations.