

# CASE STUDY

## SHIP-FROM-STORE SUCCESS

Nationwide Home Goods Retailer Saves 15% Through Optimized Ship-From-Store Packaging Fulfillment

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**DURING THE PANDEMIC, A LEADING HOME GOODS BRAND ESTABLISHED A SHIP-FROM-STORE PROGRAM TO REDUCE E-COMMERCE DELIVERY TIMES, SHIPPING COSTS AND RELIANCE ON DISTRIBUTION CENTERS. BUT LIKE SO MANY RETAILERS, THE BRAND HAS STRUGGLED TO OPTIMIZE THE LOGISTICS INVOLVED WITH FULFILLING ONLINE ORDERS IN BRICK-AND-MORTAR STORES. WITH MORE THAN 650 LOCATIONS, 700 ITEMS AND 50 VENDORS, THE RETAILER KNEW IT NEEDED A MORE COST-EFFECTIVE, STREAMLINED SOLUTION — AND IT TRUSTED VICTORY PACKAGING TO DELIVER ON BOTH FRONTS.**

Victory Packaging prides itself on being a total packaging solutions partner. That's because we do more than simply provide packaging. Our unmatched supply chain and logistics capabilities allow us to identify overlooked cost savings for our customers, and we hit the ground running viewing the retailer's program through this "total optimization" lens.

To simplify logistics, we established a fulfillment "pick and ship" location capable of handling all 700 items in the program. Then, we reduced the program's vendor count by 65%. This delivered value on multiple levels: It reduced long-run costs while minimizing the risk involved with managing numerous vendors. To reduce the frequency of delayed orders and missed sales, we also launched a digital commerce portal with a simple weekly order and approval process.

Our experts worked hand-in-hand with local teams at every stage to maximize value. When the customer shared its favorable UPS rates, we customized our shipping strategy accordingly — all while avoiding pick-pack fees and other line items that were the norm with their previous fulfillment partner.

By optimizing every aspect of the retailer's ship-from-store packaging supply chain, our experts decreased program costs by 15%, reduced long-run costs and delivered a partnership that minimizes the risks involved with its innovative in-store fulfillment strategy.



### CHALLENGE

Optimize the supply chain and reduce overall costs for a ship-from-store program with more than 50 vendors, 700 items and 650 retail locations

### SOLUTION

Established a single fulfillment pick-and-ship location, consolidated vendors, implemented a digital ordering portal and identified previously untapped freight shipping cost savings

### RESULTS

Decreased ship-from-store program costs by 15%, achieved long-run cost savings and reduced vendor count by 65% to eliminate significant risk