

DHL Consulting assisted a global luxury fashion holding company in revamping their multi-branded supply chain organization

A global company with fashion and luxury brands in over 100 countries experienced reduced service quality after acquiring new fashion labels. The internal logistics department faced challenges related to roles and responsibilities, end-to-end service visibility, customer service, operational efficiency, flexibility, resilience, and process clarity.

THE BENEFITS DELIVERED FOR THE BRAND



Enhanced process efficiency
through standardization and
optimization across brands



Improved transparency
with meaningful KPIs and aligned
SLAs



More efficient collaboration
through clear responsibilities and
span of controls

HOW DHL CONSULTING MADE IT HAPPEN

- Set up internal 4PL (Fourth Party Logistics Provider) structure that would coordinate and manage multi-branded supply chains and defined its target operating model (incl. to-be processes, SLAs, KPIs in alignment with all involved stakeholders)
- Developed 4PL governance model for all regions, including organizational design, meeting cadence pyramid, KPI framework, and communication & escalation path
- Created implementation plan with change management best practices to support the landing of the 4PL model

Scope of the solution

 **3 Regions**  **120+ processes defined**  **110+ SLAs defined**  **70+ KPIs defined**

Do you have business with disjointed supply chains due to multiple-brands or recent M&A?

Reach out to us at: <https://dhl-consulting.com/strategic-logistics-consulting/>

