

CASE STUDY:

National Baked Goods Company Reduces Chargebacks by 87% and streamlines distribution network

OVERVIEW

A manufacturer of baking goods, breakfast foods, and desserts was seeking a third-party logistics provider (3PL) to design and deliver an optimized supply chain that would control distribution costs and improve retail compliance processes with major retail partners like Walmart, Target, Kroger, Albertsons, and other major food retailers.



The company was looking to unify multiple brands under a single supply chain solution that would improve operational efficiencies.

1. Inefficient retail compliance processes were straining relations with Walmart, Target and major food distributors.
2. Disorganized process flows, staging configurations, case picks and space mismanagement resulted in a bloated DC network.

“We needed a 3PL that could help us optimize our DCs and collaborate as a strategic partner to build a retail compliance process to control charge-backs.”

— VP of Supply Chain
National Baked Goods Company

SOLUTION

The company partnered with ODW Logistics to analyze their supply chain and optimize their existing network.



Retail Compliance

1. Implemented vendor compliance guides for retailers
2. Optimized carrier relationships with standard procedures, pickup schedules, and communications
3. Identified order submission errors and installed proactive systemic solutions



Distribution Centers

1. Reconfigured racking and storage to improve capacity by 60%
2. Rebalanced inventories and eliminated DC overflow facilities
3. Engineered case-pick solution for optimal replenishment of fast-moving SKUs

Result

Reduced retail compliance chargebacks by

87%

Result

Optimized storage and eliminated

300,000 sqft

of inefficient overflow space

Implemented 4 DC facilities in 6 months totaling

1M sqft

