

Reducing costs for House of Fraser Brand Partners: Introducing the NDC Logistics Service



HOUSE OF FRASER

The House of Fraser National Distribution Centre concessions team provides a logistics service that delivers a highly flexible, dynamic and customer focused solution to Brand Partners that on average reduces store delivery costs by 10%

Strategy — Concessions:

House of Fraser has over 300+ Brand Partners, using approx. 1400 various carriers delivering into the House of Fraser back of store operations, along with a House of Fraser dedicated scheduled vehicle fleet from the National Distribution Centre based in Wellingborough.

Since 2007, House of Fraser & DHL Supply Chain have worked in partnership to identify and provide a cost effective and efficient method for Brand Partners delivering merchandise into 61 House of Fraser stores throughout the UK & Ireland. The key focus areas was to reduce the volume of suppliers delivering direct to House of Fraser back of store operations by combining Brand Partner deliveries with those made on the House of Fraser transport fleet.



House of Fraser
National Distribution Centre
Wellingborough



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Our Solution:

- Dedicated processing solution, all stock processed in a Cross Dock format providing a “fast track” method of processing and tracked on a unique database.
- Dedicated team to expand and deliver the NDC Brand Partner scheme.
- Dedicated, timed delivery schedule.
- Dedicated warehouse, all stock arriving into one hub adding improved security around Brand Partner merchandise

Key Benefits for brand partners:

Our continued partnership with House of Fraser has enabled us to develop innovative solutions in a diverse, changing and competitive market.

- Optimizing fleet capacity on HoF dedicated vehicles.
- Eradicate delivery cancellations, cancellation and rebooking charges.
- Improved service levels, by improving stock flow management
- Providing a 24/48 hour delivery service — speed to market.
- House of Fraser/NDC and Suppliers can now manage labour more effectively.
- Enhanced level of operations throughout peak
- All Brand Partner merchandise “fast tracked” to the sales floor maximizing sales.
- Current lead times will be matched or improved
- Current provider rates will be matched or improved.
- Environmental opportunities, in the reduction of vehicles delivering to House of Fraser stores.