



TNT Fashion Group

Making Retail Move

Fashion Business International Editorial

Global reach needs local presence.

Sourcing merchandise from a wide range of production countries and making your supply chain truly global has obvious advantages, in terms of consumer choice and competitive pricing. The problem is that many companies find the complexity of taking the leap into bringing everything together a huge challenge. If not met holistically, it's one that can lead to unexpected and unwelcome costs creeping into the equation.

Ideally, what you need is a personalised logistics service that provides individual, tailored solutions to any or all of the potential problems, by working in close partnership with clients, their suppliers and retail stores. Above all, it calls for trusted partners on the ground – wherever you're sourcing your goods.

Streamlining the supply chain and making the most of range freshness is paramount, according to Cris Stephenson of TNT Fashion Group. "Our culture is centered around flexibility and service excellence, so services have to be based on a unique overall understanding of the supply chain. When you're sourcing anywhere from China to Brazil, Vietnam to North Africa, you need global reach, high tech systems and local people on board to make the moves seamless. That way, delivery direct to store is based on pre-planned strategies, reducing the amount of inventory held for replenishment."

Besides having value-added services backing right up the supply chain, you also have to have the authority of a comprehensive range of customs services to cover the various different countries involved around the world. "If you can achieve that," says Cris, "you can stay competitive without the complexities eating into your advantage".

