

## Powder Design B2B/B2C Fulfilment

### Case Study



### Situation

Powder Design is an independent fashion and lifestyle label selling a vibrant range of women's, men's and kid's fashion and accessories.

They design and manufacture their own branded products and distribute to a retail network of more than 1,000 stockists spread throughout the UK, Ireland and beyond.

Powder Design also sell direct to consumers via an ecommerce website.

The product range is extensive, with some 600 products ranging from clothing to fashion accessories such as bags, purses and sunglasses.

### Issues Faced

Powder Design originally handled their own warehousing and fulfilment of orders, which became difficult to manage as the business grew, particularly at peak periods.

As the brand became increasingly successful, the management team felt that the company should concentrate on doing what it did best and leave fulfilment to a professional outsourcer.










## Benefits of Outsourcing to SYKES

They felt the two companies were an excellent fit, with SYKES having a clear understanding of business needs, and the ability to provide expert advice.

Full systems integration and secure data exchanges provided stock management and order processing, as well as returns handling. SYKES provides scalability and flexibility, with excellence of service even at peak periods

Through this reliability, dependability and consistency, customers are reporting enhanced satisfaction, and the services provided allow Powder Design to concentrate on their core business, while... “Overall costs were reduced through their decision to outsource.”

## Services Provided

<p>Order preparation</p> 	<p>Delivery management</p> 	<p>Returns management</p> 	<p>Inventory management</p> 	<p>Stock replenishment planning</p> 
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