

Case Study

Aftermarket Brand Embraces Outsourcing Solution in Russia



A European brand in the automotive aftermarket started doing business in Russia some years ago. They have an extensive product range of which some parts are produced at their own factories while most are sourced from external suppliers in Germany, Turkey, China, and the USA. Since volumes were growing and logistics costs have a serious impact on their bottom line, the company asked us to perform a supply chain review.

Starting Situation

The company formerly routed all their parts through their European central warehouse and had only limited automation in place within their Russian operations. After several in-depth discussions we had a good understanding of their priorities and began to propose alternatives for their existing operations.



Solution

By moving to direct shipments from some of the external suppliers, we improved overall shipment times and reached a savings of 7% on total international transportation costs. By automating their Russian operations for a limited investment, we established an EDI with local transportation companies, which allowed for automatic order processing and the ability to have monthly tenders.



Through a B2B platform, we automated the document flow with most customers, all together decreasing local logistics costs by 16% and freeing up the hands of 3 FTE. The company decided to outsource all logistics to Hellmann in order to put its own focus on sales.

Conclusion

We know logistics and we know trading. By inviting us to review your supply chain, we can quickly indicate where improvements are possible, after which you can decide whether to implement our ideas yourself or outsource them to us.



Contact

Wijnand Herinckx
Director Trade Solutions
Phone: +7 926 301 0502
Email: wijnand.herinckx@hellmann.com
www.hellmann-hts.com