

Case Study

Auto Parts Manufacturer Outsources European Distribution



A US auto parts manufacturer entered the European arena several years ago. They have niche products and aim to have 1-2 distributors per European country. These distributors are responsible for local marketing in coordination with the representative of the manufacturer.

Starting Situation

The whole European market is covered by only 2 representatives who are responsible for establishing and maintaining relationships with the local distributors. Products are shipped from a central warehouse in the Netherlands.



When evaluating their daily processes, it appeared that the representatives spent more time on coordination of shipments than they did on establishing and maintaining relationships with their resellers.

Solution

Hellmann took over the complete supply chain management. We immediately reached logistics savings of 8% by integrating the import shipments, customs clearance, warehousing and local distribution within our established network.



More importantly, we also took over the order processing and shipment-related communication with the resellers, allowing for the brand representatives to put their full focus on sales and marketing while we take care of the operational communication with their partners.

Conclusion

By letting us review your supply chain setup, we may be able to identify surprising solutions that measurably let you accelerate your sales results.

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