

Case Study

Russian Furniture Leader Centralizes European Sourcing



A Russian leader in furniture imports has a wide range of European suppliers. Import volumes can be anything from full truck shipments to just a few boxes depending on what is ordered by the final customers.

Starting Situation

For each individual supplier, the company needed a separate contract and separate customs declaration to import goods to Russia. Since this is expensive and time-consuming, the company wasn't efficiently importing their small batches of furniture from different suppliers. They ended up consolidating products in Europe, resulting in slow transit and unhappy customers. With so many different suppliers, many Russian companies centralize their European sourcing through a European entity. Since this company didn't want to create and manage their own infrastructure in Europe, other options had to be considered.



Solution

Hellmann, at the instruction of the Russian company, bought the required products from European suppliers through our German legal entity. We consolidated all the products at our warehouses throughout Europe and had a fixed weekly departure to Russia.



By acting as the exporter ourselves, the Russian importer needed only 1 contract, 1 customs declaration and 1 transaction to import the products to Russia. Since this solution is based on established Hellmann teams and infrastructure, there are almost no fixed costs involved with this solution.

Conclusion

By centralizing the European sourcing through Hellmann Trade Solutions, the Russian buyer has a zero-hassle, cost efficient solution in which they can focus on their sales while we take care of everything else.



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