

## CREDENTIALS

Worldwide Apparel Retailer

### Business Situation

Client is one of the leading fashion retailers in the world today. Their famous product line includes women's and men's apparel, accessories, eyewear, watches, jewelry, and even music. They first launched their retail line in 1991, and have shown extreme growth over the last eighteen years. With over 140 stores worldwide, their goals include further expanding their retail network in the United States as well as internationally.

With goals to expand their business in multiple retail locations, the fashion icon was determined to achieve more competitive carrier pricing, and gain more visibility into their shipping operations. They sought BirdDog Solutions' expertise to assist them with the transportation optimization process.

### BirdDog Role

BirdDog undertook the following tasks on behalf of client:

- Conducted an extensive analysis to determine the client's shipping characteristics
- Identified specific areas that could be improved
- Created a customized parcel program
- Managed the Request for Proposal (RFP) process, addressing these specific savings areas
- Solicited bids to parcel carriers
- Analyzed and negotiated contracts for multiple carriers

### Key Role Benefits

Client received following benefits through BirdDog Solutions partnership:

- Implemented a new carrier agreement that supported client's parcel shipping practices
- Client remained with incumbent carrier and received competitive pricing
- New agreements supported client's growth objectives
- Gained increased visibility into their transportation process allowing them to identify areas of improvement
- Achieved savings of over 25%