



A logistics program enables a new product without a hitch

CUSTOMER CHALLENGE

Golf clubs and apparel are highly seasonal and competitive industries, and our customer, a major manufacturer and retailer, was in danger of missing retail deadlines for its newly designed products. Failure to have the product in stores would have cost the company millions in lost revenue



OUR SOLUTION

- Analysis and review of logistics options from Asia to Mexico
- Supplier and carrier coordination
- Air freight forwarding
- Web tracking and shipment status
- Cross-border services (USA-Mexico)
- Management reporting

CUSTOMER BENEFITS

Our client successfully distributed its new products to retail and end user customers during the peak buying season for golf clubs, enabling the company to successfully build new revenues and market share while reducing its transit costs in excess of 20%. Transit times were also reduced by an average of 10 days.

For a customized solution to meet your business needs, contact us at **1-855-SHIP OIA** or email us at **855shipOIA@oiaglobal.com**