



An Asia-to-US import program enabling retail and direct-to-customer fulfillment

CUSTOMER CHALLENGE

Our customer, a global producer of hiking boots and outdoor footwear, was challenged with providing consistent and low-cost order fulfillment directly to North American retailers and customer sales channels. However, the company faced market forces such as port labor issues, and transport capacity fluctuations.

OUR SOLUTION

- Supplier management program
- Air and ocean transportation (LCL & FCL)
- 100,000 sq. ft. cross-docking and distribution facility
- Warehouse optimization program
- Inventory management
- Order fulfillment

CUSTOMER BENEFITS

OIA implemented a metrics and reporting system, managed over 30 Asia vendors, and optimized inbound transportation spending. Labor costs were reduced by 10% at import distribution facility, and created contingency plans for East Coast destinations. With these innovations in place, the company also required less warehouse space.



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