

Global fragrance manufacturer...

manages complex distribution processes to meet ever-evolving retail demand.

Profile

This fragrance manufacturer runs one site, which supplies both its big-box retail clients and its own high-end boutiques.

Challenge

Increasing complexity and compliance requirements placed growing demands on distribution processes. With a multi-line process, incorporating both bottling and finished goods production lines, the manufacturer required the traditional fractional consumption capabilities to support minute quantities and tolerance issues associated with fragrance production. With strong growth forecasts across channels, the company knew it needed to accommodate plans to bring its fragrance ecommerce business in-house.

Solution

The company runs Manhattan's Warehouse Management to prepare and ship orders of its fragrance products, allowing them to manage different units of measurement (UOMs), track serial numbers, meet defined tolerances, comply with hazmat requirements, and more.

Manhattan designed a dashboard for the operations team to provide visibility into "units picked" versus "dollars picked," enabling product mix decisions to be based on profitability, a clear advantage to the company.

As a result, the manufacturer exceeded the previous year's holiday output and achieved a new peak volume. Coupled with the ability to synchronize production output with an efficient outbound distribution schedule, this manufacturer achieved competitive advantage during the critical holiday season and throughout the year.

