

Geographic Expansion Network Strategy

Nation's leading sportswear
manufacturer and distributor cuts
fulfillment and delivery time in
half with geographic expansion
network strategy



THE COMPANY

Augusta Sportswear is a leading manufacturer and distributor of club and team apparel and uniforms.

THE OPPORTUNITY

Augusta Sportswear, headquartered in Augusta, Georgia, needed to optimize its distribution processes to meet the needs of its West Coast customer base. The company needed to manage inventory carrying cost and a fulfillment strategy that would be able to manage fast- and slow-moving items which encompass all customer orders. By increasing fulfillment and shipping speed to the West Coast market, Augusta Sportswear would be able to increase sales and customer satisfaction.

ENVISTA'S SOLUTION

enVista's solution was to perform a geographic expansion network strategy assessment, completed in three phases, which resulted in faster order fulfillment and delivery times.

Network Strategy Assessment: enVista completed a network strategy assessment to review all fixed and variable operational costs, inbound and outbound transportation spend and tax implications as well as actual delivery performance compared to Augusta Sportswear's committed expectations. After analyzing the results of the strategy assessment and quantifying multiple options against potential sales growth, while maintaining Augusta Sportswear's corporate culture and



customer service fundamentals, enVista and Augusta mutually agreed that the best option was to have a distribution presence on the West Coast, supporting certain moving items, while having other moving items drop-shipped and consolidated as needed.

Research: Upon completion of the assessment, enVista researched viable distribution spaces on the West Coast that were capable of supporting less than two-day order fulfillment and delivery. This is five days faster than Augusta Sportswear's previous capability.

Design and Implementation: Once the distribution center space was chosen, enVista designed a best-in-class operational processes, including facility layout, SKU slotting and warehouse management system support.



THE RESULTS

With the implementation of a top-of-class distribution presence and drop-ship capabilities for the West Coast market, Augusta Sportswear increased West Coast sales by 22 percent in the first full year of operation. It brought the fulfillment and shipping speed to the West Coast from seven days down to two days, enabling Augusta to expand distribution functions on the West Coast to include all brands, including Holloway and High Five.

For more information on enVista's services, please call +1 877-684-7700 or contact info@envistacorp.com.



Let's have a conversation.TM
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