



# Citylink's "Textile" Solution

## Executive Summary

Backed by 18+ years of experience with more than ten million suits under the belt, a manufacturer for global customers such as Ralph Lauren, Calvin Klein, Hugo Boss, the customer was testing the online marketplace to provide higher-quality, fashionable custom menswear. As trucking wasn't their core competency, they had to make vehicle body modifications to suit the product. Since the company was in their nascent growth stage, they were in need for a basic transport solution which didn't force a heavy cash burn.

## Challenges

The textile and apparels market see a lot of new product launches and immense sales surges during the month and year. Fashion logistics hence is seasonal and our customer had the following challenges:

- Distribution to 12 stores in Bangalore through a lean network to maximize utilization and reduce cost
- Modifications to vehicle interiors so that suitings could be hung for transportation
- A basic solution at the cheapest rates
- Make a driver cum delivery so that extra manpower was not required

## Process

For a growth stage start-up it is not very easy to manage fleet which is not their core competency. Moreover, getting vehicles from the unorganized market was totally unreliable and expensive. We studied the product-vehicle interaction and provided modified vehicles which could hang suits from the top, whereas all other SKUs were kept flat to increase the capacity utilization of the vehicles. The movements were to 12 stores distributed across Bangalore from their Jigini plant warehouse. The 12 stores included both own outlets and other retail outlets.

### Services included:

- Moving textile products from distribution center to multiple apparel stores
- Skilled driver deployment so that driver cum delivery was possible at a most competitive price

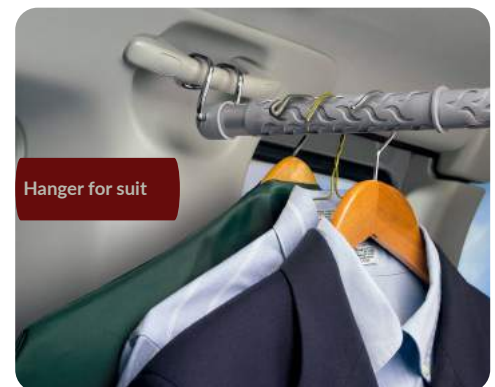
## Result

- Impeccable delivery service levels with no instances of "vehicle not available" situation
- Driver cum delivery option offered for operational cost advantage

**10** Hours per day

**26** Days a month

**12** Stores & Outlets



## Case Study