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Warehouse Concept Design For Wildcraft

Overview and business objectives



Wildcraft is one of very few adventure gear and apparel manufacturing companies based out of India. Over the years the company has witnessed rapid growth and it expects to double its business volumes in the subsequent 4–5-year horizon. Existing infrastructure, warehousing maturity needs to be upgraded to enable the aggressive growth planned. To conceptualize the finished goods, raw material and pre-production facility for growth and increasing business volumes.

Value delivered



Improved the efficiency of picking, put away and internal warehouse movements



Designed the warehouse processes for a WMS environment



Developed the key performance indicators for the warehouse operations

Business complexities



Planning for aggressive growth trajectory of enabling throughput of twice the existing volumes in a span of 5 years



1000+ SKUs and distribution across multiple channels including online sales, institutional sales, distributor channel, company owned as well as company leased exclusive outlets and multi-brand outlets.

Project highlights



Greenfield Warehouse Concept: Prepared the concept of the finished goods and raw material warehousing requirements including detailed layout planning for optimized material flow.



Design of the various other functional areas of greenfield facility for seamless integration with the production facility up the chain and to all distribution channels down the supply chain



Process Improvements: Recommendations for the warehouse management system and process re-engineering to ensure stock accuracy, efficient picking and put away operations, and future resource planning



Pre-production Facility: Design included the sizing and flow of the pre-production facility integrated with the warehouse (Cutting Section, Embroidery Section)

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askus@stellium.com

www.koerber-stellium.com



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