



Infusing Operational Convenience for Established Fashion E-Commerce Player catering to 12000+ daily transactions

Case Background

Our client is an established player in online fashion retail. Having portfolio of more than 1,50,000 products of over 1000 brands, they were enlivening fashion trend PAN India with more than 12000 daily transactions on their website.

With an ever growing transactions and customers' expectation on variety, one of the biggest and crucial challenge for the supply chain was ever expanding storage need, quicker throughput and accurate sorting of order for last mile delivery.

Being the leading largest online fashion portal, it was always on the cards for them to expand their storage capacity to cater to the growing transactions.

With warehouses already established in South and North India, they planned to set up warehouse in Bhiwandi.

Challenges

The warehouse location and capacity was strategically planned to cater to the upcoming sale with almost double the size of their largest existing warehouse, housing huge bin locations. With the gigantic size of project came along the tough challenges:

Maximizing Space Utilization: The storage system was to be conceptualized for maximum cubic space utilization in warehouse area of 3.5 lakh sq.ft.

Benchmarking with Existing Warehouses: With each upcoming warehouse, the impetus is to better the facility in terms of sophistication, state of art equipments and required automation.

Future Proof Setup: The warehouse setup must also be flexible for the inevitable "change", considering the dynamics of e-commerce business.

Integration: The storage system should have compatibility with conveyors and facilitate heavy trolley movements.

Temperature Controlled Room: The storage space must have temperature controlled room to house cosmetics, perfumes etc.

Solution

The major highlights of the storage solution proposed and provided by us are as:

Products Installed

Multi-Tier Shelving

Capacity

4,50,000 Picking Position

Key Highlights of the Solution

- 13m tall multi-tier installation to fully utilize valuable vertical space inside the warehouse.
- 3 Spiral gravity chutes and 2 vertical reciprocating conveyors to aid the high throughput and bulk put away.
- Wider walkways were designed to host transfer conveyors in assisting bin and order movement.
- Wooden walkways were conceptualized to facilitate heavy trolley movements and enable noise free operations.

Godrej Storage Solutions Advantage

- Design involved a temperature controlled and strong room area within the racking systems to house cosmetics and high-value merchandize respectively.
- With all regulations and safety requirements in place, coordination with multiple MEP vendors was smoother.
- Project planning & execution was professionally coordinated and precisely derived with micro & macro schedule.
- Best in class storage solution designed conforming to International Standards.



For More Information, please contact:

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