

PROJECT PROFILE

M and M Direct has grown into one of the country's largest online fashion retailers.

The Logistics Business helped them to transform their distribution operation from one designed to achieve £74m to one capable of £200m.

M and M Direct's new distribution centre ready for future growth



With its sights firmly set on growing sales from £74m to £200m, M and M Direct needed the infrastructure in place to deliver on that ambition. Their new facility in Herefordshire is set to do just that.

SUPPLY CHAIN
STRATEGY

WAREHOUSE
& DISTRIBUTION
PLANNING

PROJECT
MANAGEMENT

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TECHNOLOGY

CONSTRUCTION
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M and M Direct's new distribution centre ready for future growth

M and M Direct is one of the UK's top online fashion and sports retailers specialising in discounted end of range and last season's products. They sell high-end brands such as Nike, Adidas, Timberland and Ben Sherman, at prices discounted by as much as 75 per cent, through their online shop and call centre.

Established over 20 years ago and employing around 500 people, the Leominster-based e-retailer has seen its business go from strength to strength.

M and M Direct chief executive Steve Robinson recognised the need to have the capacity in place to realise his growth plans and acquired a 210,000 sq ft former Ministry of Defence (MOD) warehouse in readiness. The Logistics Business was commissioned as consultants and project managers to deliver the project.

The first task was to plan the layout of the new distribution centre and the operating processes that would drive it in order to achieve the aggressive sales strategy and growth targets.



It was crucial to ensure that the flexibility and capacity to bring in new product lines was built in at the planning stage to guarantee the new warehouse could meet future demand and projected growth.

The project involved a complex refit of an existing building, which necessitated many contractors working to rigid deadlines. The scale of the project meant that it came under the Health and Safety Executive's Construction (Design and Management) Regulations 2007 (CDM) adding a level of complexity that is often daunting to small-to-medium sized companies.

However, The Logistics Business was able to provide the expertise and resource to fill the roles of principal contractor and CDM co-ordinator and to set up the management procedures needed to satisfy the CDM requirements. They also provided full-time site management during the project.

Timescales were tight, with many suppliers doubtful of achieving them. But through careful planning, designing the right solution, selecting the right suppliers, and by managing the work and closely supervising the site, the project was delivered on time and to budget.

For Steve and his management team the involvement of The Logistics Business meant not only was the project successfully delivered on time, but that he could concentrate on serving customers, confident in the knowledge that the project was being run by those who knew and understood his business.

Steve said: "We successfully opened the distribution centre on time, on budget and with very few complications. We even managed to cope with some unexpected surprises on the way! The Logistics Business helped us achieve all our objectives and took away any burden the CDM regulations would have put on our internal team".



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