



Network Design

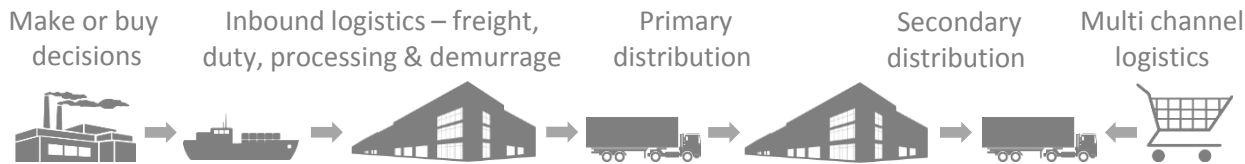
Approach &
Capabilities

Contents

- ▣ Business Context
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What is a supply chain network?



Major network design components

- Make or Buy options and implications
- Numbers, types and locations of warehouses
- Modes of inbound transport
- In-house versus outsourcing options
- Information systems for effective decisions
- Service and Costs trade-offs
- Cost to Serve and Time to Serve

- Options evaluated in terms of operating cost, capex, risk, degree of change, flexibility, skills

Why review your network?

Volume and growth mix changes

- Continuation of 'as-is' model and break points
- Capacity break points and timings

Step-change in operating performance

- Cost reduction and / or greater control
- A more responsive / agile customer proposition

Wider business issues

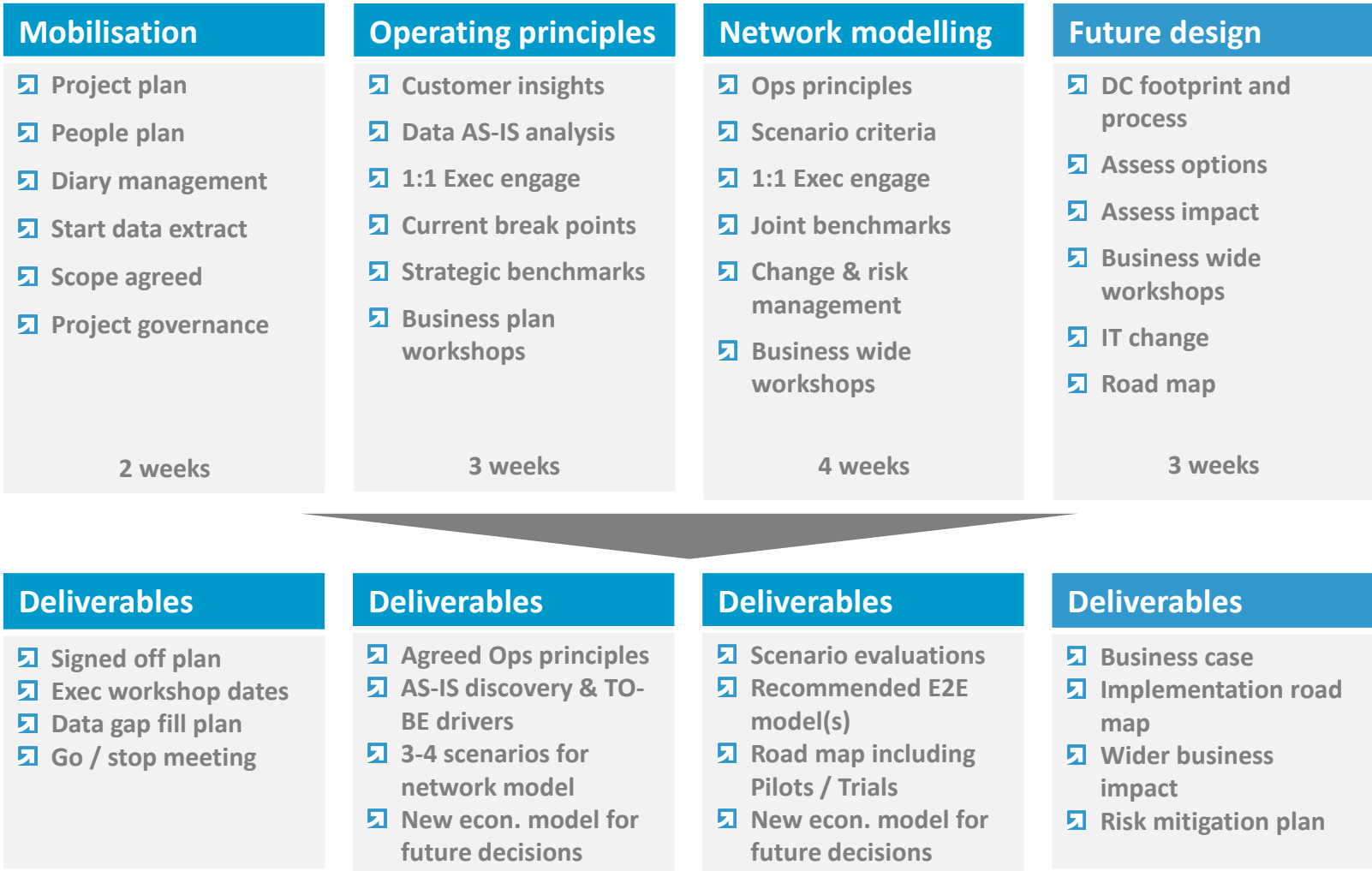
- Synergies across all channels to market
- Wider processes that drive network requirements

Why use TLB?

- Wide experience across all business sectors
- Working with internal team but bringing new ideas



10-12 weeks elapsed time:



Case Study: Phones4U

Project: Developing network for responsive service

- ▶ **Client: Phones4U**
 - ▶ Retailer of mobile phones and related services
 - ▶ 500 retail stores
 - ▶ Next day delivery service to homes

- ▶ **Challenges:**
 - ▶ Need for same day delivery
 - ▶ Integration of store replenishment with home deliveries

- ▶ **Deliverables**
 - ▶ Re-design of the network
 - ▶ Use of selected stores as hubs
 - ▶ Development of optimal delivery routes

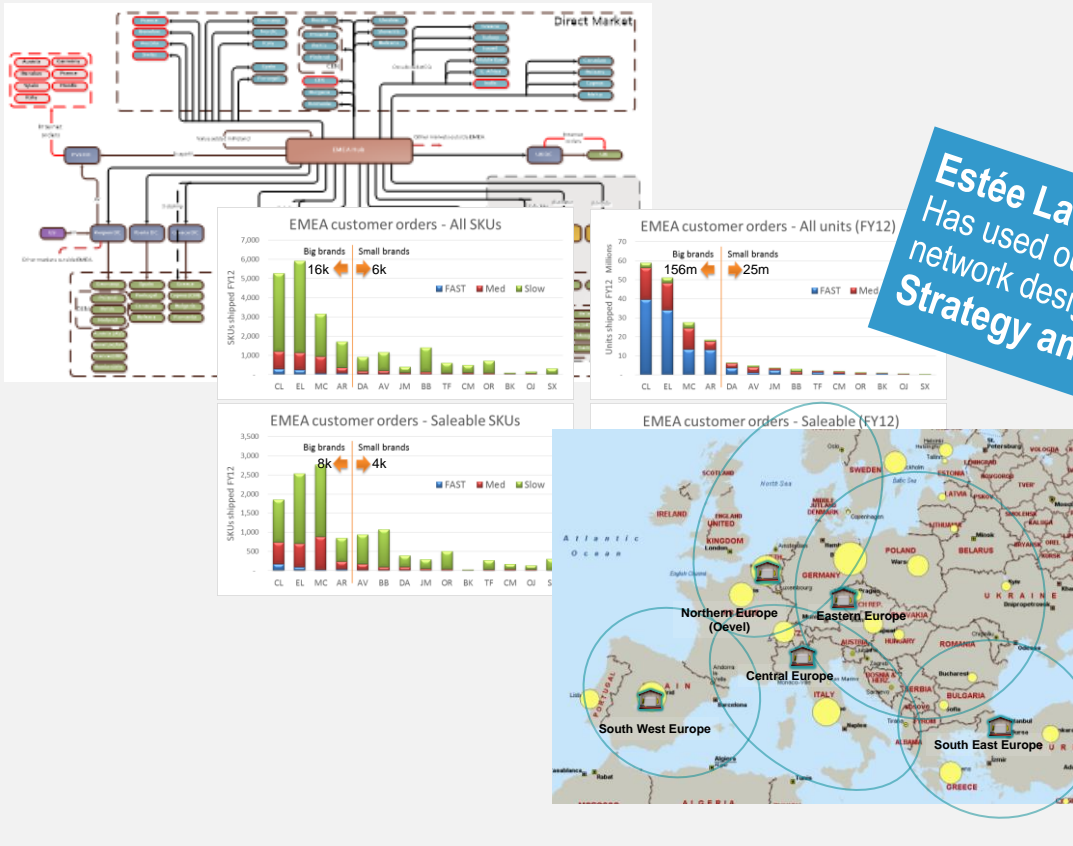
Just one of several projects to develop distribution operations for this company



Case Study: EMEA cosmetics distribution

Project: The Estée Lauder EMEA network

🚀 A complex network with many distribution points



Estée Lauder
Has used our services for
network design and DC design
Strategy and Operations

