

MASTERING THE ART OF SIMPLIFICATION



A BOLD RETAIL SUPPLY CHAIN REBUILD

PORT KLANG FREE ZONE



CHALLENGE

Our client is an industry-leading retail powerhouse operating across Australia, New Zealand, Singapore and Malaysia. Struggling to keep track of inventory from multiple countries, and distribution to multiple destinations, with seasonal stock requirements, they turned to 20Cube for help. Problems identified included:

- Inefficiencies in delivering products direct to stores
- Long lead times from China and SEA – up to 90 days
- Lack of supply chain visibility
- High costs due to fragmented shipments and expensive domestic warehousing

SOLUTION

Strategic Positioning of Off-Shore Hub for Swift Distribution

20Cube set up an off-shore warehousing and domestic distribution Hub in PKFZ, Malaysia. Its geographical location, economical labour, storage and port costs, plus the shift to SKU-level off-shore storage enabled previously unheard of weekly tailored replenishment to stores. A second location was also built to consolidate shipments from South China and SEA. The model was quickly extended to Singapore, unlocking greater access to growth markets.

Centralised Warehousing

By utilising 20Cube's world-class warehousing facilities in PKFZ and consolidating shipments from various countries, the retailer unlocked cost-effective storage solutions that paved the way for elevated logistics management, including improved predictability and visibility along the supply chain. The Multi-Country Consolidation (MCC) approach allowed for dynamic inventory flows and advanced stocking, meaning seasonal product lines could be strategically stockpiled, stored and dispatched when needed.

RESULTS

Lead time cut by **20 days**

The lead time was cut from approximately 90 days to just 70 (source to store), enhancing responsiveness to market trends.

25% logistics cost reduction

25% was shaved off logistics costs via smarter routing and affordable off-shore storage.

Improved weekly shelf replenishment

Deliveries are now better matched to demand, improving customer satisfaction.

CONCLUSION

The collaboration with 20Cube has transformed a complex supply chain into a model of efficiency and cost-effectiveness. This case proves that off-shore hubbing doesn't just cut costs, it powers growth by making your supply chain leaner, faster, and smarter.

