

# SPORTS EQUIPMENT DISTRIBUTOR REDUCES COSTS WITH 20CUBE

## CHALLENGE



An Australian sports equipment distributor faced a significant challenge when ordering snow and ski gear on a Northern Hemisphere calendar, resulting in logistical complexities including the inability to consolidate cargo in one location, leading to expensive storage costs while awaiting the Southern Hemisphere sale season.



## SOLUTION



## INNOVATIVE MULTI-COUNTRY CONSOLIDATION (MCC) OPERATION

20Cube's unique MCC operation in Malaysia's Port Klang Free Zone solves this by:

### Delivering Cost-Effective 3PL Facilities

MCC Operation in Port Klang Free Zone offers world-class 3PL facilities at a competitive price.



### Economical Long-Term Storage

Clients benefit from economical, secure long-term storage in the MCC facility.



### Strategic Sourcing Hubs

Fast and reliable transit options from all major Asia sourcing hubs, ensuring seamless connectivity to Port Klang



### Flexible Inventory Flows and Replenishments

Just-in-time inventory flows and replenishments enhance flexibility.



# OPTIMISED LOGISTICS AND BENEFITS

## Strategic Geographic Placement



Consolidating cargo in 20Cube's 3PL facility allows for direct shipments to be sent to International clients. Thus, reducing freight costs and improving speed to market.

## Cost-to-Market Improvement

20Cube's storage rates and warehousing services are **60%** cheaper than Australian 3PL Prices

Achieved improved logistics efficiency with an **85%** container utilisation rate

The MCC operation reduced approx. **42%** in total logistical costs



## OPERATIONAL EXCELLENCE AND REAL-TIME VISIBILITY

### Highly Experienced 3PL Team



Our experienced team in Malaysia ensures high-standard 3PL warehousing services

### Duty-Free Location Benefits



The Free Zone location eliminates duty or tax consequences for warehousing in Malaysia

### Streamlined Pick-and-Pack



Direct access to the client's WMS simplifies pick-and-pack and stock management

### Real-Time Inventory Visibility



3PL team's real-time access to the client's WMS ensures seamless stock tracking

### Timely Dispatch with ASNs



Timely receipt of ASNs enables efficient cargo dispatch to Australia and New Zealand.

### The Best of Both Worlds



The Port Klang Free Zone MCC operation combines competitive pricing and swift operations

## CONCLUSION

By **partnering with 20Cube** and leveraging the innovative Port Klang Free Zone MCC operation, the Australian sports equipment wholesaler successfully overcame logistical challenges and **achieved enhanced cost-to-market efficiency.**