

CASE STUDY

Challenge

- ★ 4x capacity increase needed
- ★ 8-week implementation timeline ahead of Black Friday

Solution

- ★ Improved product layout based on sales velocity
- ★ Implemented OzLINK pick-to-scan

Results

- ★ 500% throughput increase
- ★ 99% on-time holiday delivery

Sugarfina Increases eCommerce Order Fulfillment Capacity by 500%

Opportunity

Sugarfina is a fast-growing multi-channel retailer of high quality artisanal candies. eCommerce, retail and wholesale orders are processed at their distribution center in Los Angeles. Moving into the busy 2018 holiday season, they needed to significantly increase their order fulfillment capacity to prepare for expected demand.

Challenge

For high-growth product companies, determining how and when to scale fulfillment operations ahead of sales is often a challenge. With Q4 sales forecasted to quadruple year-over-year, Sugarfina required a larger, more efficient inventory layout, in addition to new control software to manage the process. We were under a tight 8-week timeline to launch these solutions prior to Black Friday 2018.



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CASE STUDY

Capacity Increase

+500%

On-time holiday delivery

99%

"Blueprint's expertise in preparing us for our huge holiday season was invaluable. The new processes and systems they put in place were the reason we were able to stay ahead of the biggest Q4 we've ever seen."

- Ben Smith, COO

Solution

We began by conducting a sales analysis in order to position products by velocity for efficient order picking. We designed a new layout which increased the pick bin capacity in addition to the number of simultaneous order pickers. OzLINK pick-to-scan software was implemented to increase order picking throughput and accuracy. Analyses and upgrades to order fulfillment operations of this type would be beneficial to any eCommerce company facing high-growth order forecasts ahead of peak holiday shipping.

Results

Fulfillment capacity increased by 500%, with an increase in the number of simultaneous order pickers by 400%. On-time holiday deliveries exceeded 99% after implementation of new operating system. Without these changes, order fulfillment SLAs and customer expectations would not have been met.

About Blueprint Partners

We're former startup operators with deep experience in logistics, order fulfillment, warehousing, supply chain and inventory control. We've helped multiple high-growth product companies locate capable fulfillment partners, optimize warehouse efficiency, upgrade operations technologies and improve overall operating performance.



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