



## Warehouse Logistics for Direct & eCommerce orders

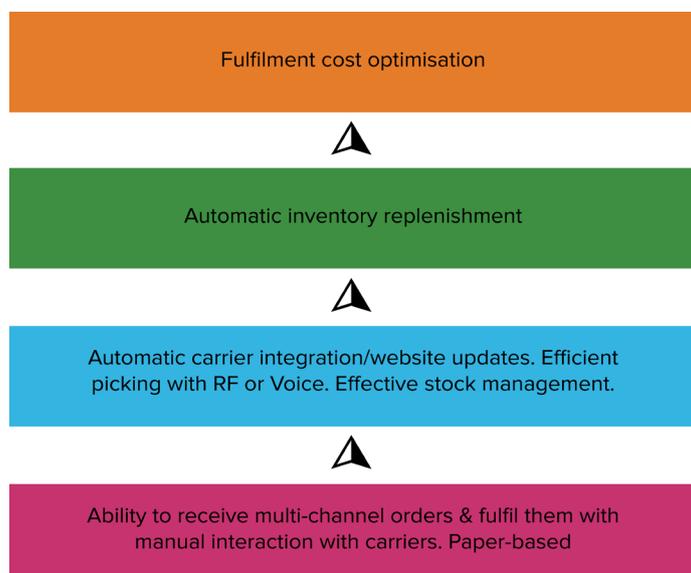
### What is limiting the growth of your multichannel business?

Most businesses go through phases where they experience growing pains and there can be many reasons for this. If we examine the key components of an ecommerce & direct business, it helps to identify where the problems occur and how to remove inhibitors to growth and subsequently better profits. It is vital to understand those parts of the business which are naturally scalable and those which require planning and systems capable of delivering. MNP is expert at helping businesses during growth phases and has many great references.

### In the Beginning

Whichever window you use to get into the marketplace, the quality of the website is clearly a very important component of your offer, as is product and price. As volumes grow with increasing success, the website can be improved by adding further features and on demand scaling. It costs money but is usually rewarded by an immediate payback in terms of increased web traffic and conversion. Payment mechanisms may also need to be upgraded by choosing robust, multi-currency partner and adding services such as PayPal.

In general though, this part of the business, which rightly receives a lot of attention as it is the source of orders, is pretty scalable without too much pain.



### Order Fulfilment

There is a need for robust back office to serve as the foundation for the business. A start-up business will manage its order fulfilment with lots of inefficiencies such as re-keying data into carrier websites for label generation, having a pick list which is somewhat difficult to work with and having poor location and inventory management. There will also be limited status updates to the front-end if integrated. None of this is very important when despatching a few dozens of orders per day. When the numbers start to ramp up however, these inefficiencies cause problems with despatching orders within agreed SLA's, especially at peak times to manage customer and online marketplace rankings.

### Typical results are:-

- Unfavourable reviews which may deter future customers
- A weak delivery promise which will disadvantage the business in a highly competitive environment
- Peak trading is anticipated with increased dread each year
- Inefficiencies cause cost pressures making it difficult to remain competitive on price whilst making a reasonable margin.

### Stages of Maturity

The most important thing is to recognise problems in a growing business and to take action in time to ensure smooth and continued growth. In our experience, many customers leave it too late to put the correct systems and procedures in place in their warehouses and, as a result, limit the growth potential of their business sometimes taking years to catch up. It's not about equipping the business for growth to the size of a Tier 1 company from day 1, it is about providing appropriate warehousing operations to allow for immediate growth encountered but be able to scale on demand when the time comes.

MNP has great experience in helping clients evolve from growing pains with a platform that sets them up with unlimited capability for the demands of the future. Our Warehouse Management System is scalable to allow a business to start small and grow much larger without needing to change. We would be delighted to meet you and provide free, best advice on how to manage your next stage of growth with an WMS.



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### What can MNP offer?

MNP has great experience in moving customers from the first level to the second (which is appropriate for the huge majority of e-commerce businesses). Our Warehouse Management System scales to allow businesses to start small and grow much larger without needing to change the software.

MNP WMS enables business growth and key features include:-

- Scalable architecture that allows the addition of processors and memory to scale almost infinitely
- RF guns and voice direction can be added to give greater efficiency and control with the flexibility to mix and match paper, HHT operation and voice control
- A solution controlled by parameters that enable advanced features to be used as required. Effectively features on-demand with your business in control.
- Integration of carriers and automation of areas such as task allocation
- Pack and despatch controlled solely by scanning for accuracy and speed
- Simplification of returns processing

We would be delighted to meet you and give free advice on whether you would benefit from upgrading your warehouse operations. Please contact [info@mnpretail.com](mailto:info@mnpretail.com) for more information.

### Stay tuned for our next issue!

In the next MNP Warehouse & Logistics newsletter, we will be covering:-

- How to get the best out of your warehouse!
- Surviving through peak trading
- How Kurt Geiger use MNP's WMS for efficient returns and refunds.

### Latest MNP News:

#### Northern Pets selects MNP's Warehouse Management System!

Northern Pets, the provider of the widest range of parrot supplies and accessories in the UK has chosen MNP's Warehouse Management System to support its efforts to fulfil customer orders faster and more efficiently. Managing Director of Northern Pets, Mike Taylor said the company needed to improve the control it exercises over its inventory. "We are convinced that the MNP WMS has the capability to deliver our requirements through the use of the advanced system including mobile devices". MNP look forward to many more successful years working together with Northern Pets.

#### MNP at the eCommerce Awards 2015

MNP were delighted to have the chance to be able to sponsor an award at this years eCommerce Awards Show. Managing Director, Pierre D'Arbost, awarded Buyagift.com with the Pureplay eCommerce Company of the Year. It was a fantastic opportunity to network with other companies and individuals in the industry. Congratulations to all of the finalists and winners!

