

# Advanced's bespoke Value Added Services

a perfect fit for Lacoste

# Customer Overview

Luxury sports fashion company Lacoste was founded in 1933 by tennis player René Lacoste and entrepreneur André Gillier. Together, they created the first brand to feature a logo on its clothing – the iconic crocodile – and paved the way for a legendary brand embodying innovation. The company now has 15,000 sales outlets in 98 countries around the world.

## The Backdrop

Post-Brexit, the French-headquartered business wanted to establish a UK warehouse and fulfilment centre to overcome UK-Europe border delays.

## The Challenge

Customer demand meant that Lacoste was processing around 4.5million products annually in the UK, with these sold via multiple different retailers and sales channels nationwide.

Sales volumes were growing, and Lacoste determined that a UK warehouse and fulfilment operation was required to avoid UK-Europe border delays, and to keep products arriving at retailer's distribution centres on time.

There was the added complexity of the varying dimensions of Lacoste's stock inventory. The brand sells an extensive range of products, from its iconic polo shirts through to swimwear, footwear, accessories and bags. Variations in product size, weight and shape, combined with a high volume of both outbound and customer returns throughput can quickly cause errors and inefficiencies.

**4**

pure players

**21**

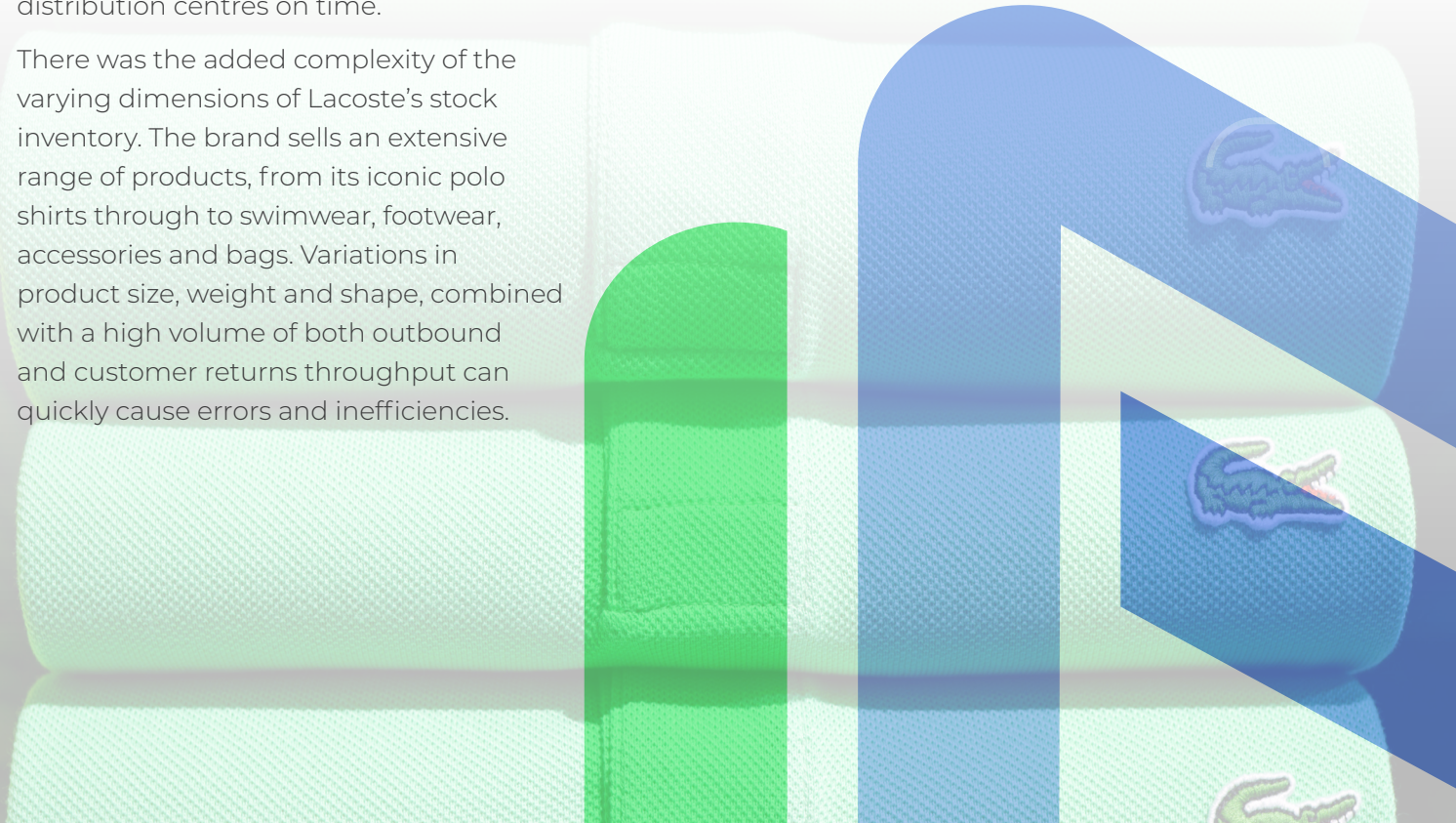
stores

**250+**

POS

**400+**

employees



Lacoste needed a UK solution that could deliver in two key areas:

### 1) Retailer compliance

### 2) Speed to market

This would support Lacoste's growth targets of 30% and contribute to global ambitions to reach turnover of €4bn by 2026.

## The Solution

Advanced Supply Chain (ASC) specified a range of Value Added Services (VAS) underpinned by its bespoke software solution, Vector. The highly effective web-based supply chain management tool has been developed in-house over many years using .NET technology to provide end-to-end supply chain functionality, with modular tools used to manage each of the services provided by ASC.

A warehouse management system was specifically configured to set-up Lacoste's warehousing and fulfilment operation in the UK. This was designed in conjunction with Lacoste, accommodating SKU depth, stock turnover, hanging pick faces, bulk warehousing and security measures for high value stock inventory.

#### Enhancing retailer compliance

Touchscreen kiosks were installed to produce packaging labels on demand. The kiosks are easily programmed, so that at the press of a button, the correct label can be printed at the point of packaging, according to whichever retailer the product is being processed for. All data fields are correctly displayed and inputted to avoid errors and non-compliance.

The kiosks are connected to the web-based supply chain management solution to enhance carton tracking, and provide Lacoste with accurate, real-time visibility of stock inventory. The system can be



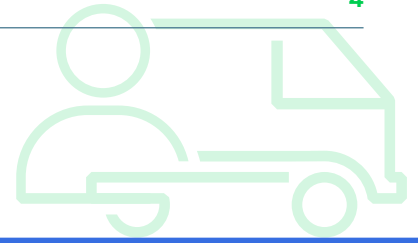
programmed to send retailers automatic status updates on orders and utilised to manage the flow of customer returns.

#### Speed to market

The automation and digitalisation of the labelling saves a huge amount of time that's typically associated with manual data input. It also avoids errors and mistakes caused by manually writing and filling out labels, saving further time being incurred through correcting mistakes and redoing tasks.

Accurate labelling and data input feeds into Vector's transport management system to optimise the movement of ASC's fleet. This enables the consolidation of orders across ASC's other customers, meaning Lacoste can benefit from quicker time to market.

Consolidation avoids having trucks needlessly waiting at warehouses to be filled, helping to reduce the number of vehicles on the road and minimising administration. It saves time, costs and carbon emissions



## Business Benefits

- Retailer compliance: 100% of Lacoste's deliveries are compliant with the individual labelling requirements of 10 - 15 different retailers
- Over 1.5 million units of VAS per annum
- Speed to market: ASC has cut the average time to market of Lacoste's deliveries to retailers from 7-10 days to 1-2 days
- Labour resourcing: ASC's Vector-led solution, combined with the expertise and experience of its warehousing and fulfilment teams, have reduced estimated VAS labour costs for the UK operation by 50% per annum

These performance benefits are being delivered across the average processing of more than 12,300 products daily.

**100%** deliveries are compliant

**1 M** units of VAS per annum

**Speed to market** cut the average time from 10 - 14 days to 3-4 days

**estimated VAS labour costs** for the UK operation by 50% per annum

*"It's been great to support the creation of Lacoste's UK-based supply chain operation, as they had a clear brief and specified goals for optimising performance. They determined key areas where they needed to realise added value to handle fast-growing volumes and support global growth ambitions. Results and customer feedback show we're delivering against their brief."*

Stuart Greenfield, Sales Director, ASC





Interested to learn more? Get in touch:  
[enquiries@advancedsupplychain.com](mailto:enquiries@advancedsupplychain.com)