



## Kuehne + Nagel Integrated Solution Helps Bombay Company Build a New Brand

***Fulfillment and delivery efficiency provides service that distinguishes “Bailey Street” from competition***

### SITUATION

When furniture-and-accessories retailer The Bombay Company launched a wholesale division to serve department, furniture and home décor stores and mail-order catalogs, it had planned to handle warehousing and distribution through its own distribution centers. Bombay's DCs were not set up to handle customized orders, however, so it quickly became clear that if the new Bailey Street Trading Company operation were to succeed, a different approach would be required.

With little sales history and only forecasts to work from, it was difficult to predict how the Bailey Street business might grow; therefore, Bombay needed as much logistics flexibility as possible. While Bombay had never previously outsourced any significant piece of its business, the company chose Kuehne + Nagel because executives were familiar with its retail experience and felt comfortable with Kuehne + Nagel's solution.

### SOLUTION

Kuehne + Nagel implemented a fully integrated solution for Bailey Street in its Atlanta multi-client facility, including receiving ocean containers, warehousing, distribution, transportation and returns management. In addition to relieving space constraints in the Bombay network, this solution provided the retailer with the flexibility to expand space usage and fulfillment capabilities, as required, while paying only for the labor, equipment and facility overhead it needed. When the business started, it occupied 45,000 square feet of DC space – growing to more than 80,000 square feet eight months later.

Because Bailey Street's merchandise and sales channels differ completely from its parent's, it relied on Kuehne + Nagel to automate the wholesale division's fulfillment process. Kuehne + Nagel also provided the technology to create customized bar codes and labels for every shipment. Currently, Kuehne + Nagel manages inventory consisting of 163 SKUs and averages nearly 100 orders daily.

Bombay also turned Bailey Street's outbound transportation management over to Kuehne + Nagel, since the scale of freight under management allowed it to negotiate more favorable rates than Bailey Street was able to get itself.

### RESULTS

Since Bombay began working with Kuehne + Nagel, it has realized significant cost savings on outbound transportation while greatly reducing congestion – thereby improving efficiency – at the Fort Worth (Texas) DC that formerly handled the Bailey Street division.

Susann Mayo, Bombay Vice President of Logistics & Distribution, believes Kuehne + Nagel's multi-client warehousing services, along with its fulfillment and delivery efficiency, has helped Bailey Street provide customer service that distinguishes the wholesaler from its competition. She says it's now “a competitive advantage that is helping to grow the Bailey Street brand.”

Kuehne + Nagel  
Contract Logistics  
1-888-856-8726  
logistics@kuehne-nagel.com  
www.kuehne-nagel.com

