



WHSMITH

CASE STUDY FEBRUARY 2019

Overview:

WHSmith is a leading household name for books, newspapers, magazines and stationery. Founded in 1828, WHSmith now has over 1200 stores covering highstreets, train stations, airports, hospitals and motorway services across the country. Menzies has been working with WHSmith since 2016 and is its partner of choice for all national trunking, making bulk logistics deliveries across the UK.

Objective:

As a national goods store, WHSmith requires fast and reliable stock-replenishment and a sound returns systems across the country. Similarly, due to limited store capacity, WHSmith requires a trunking partner that can move, and store supplies as required on a just-in-time basis, 24/7.



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SOLUTION:

Menzies Distribution has established a strong relationship with WHSmith based on the reliable and consistent service which it provides. Menzies has developed an integrated trunking network which provides the most time and cost-efficient method of transport for the firm and its clients. Daily discussions with the client ensure that Menzies can adapt to the flow of goods needed at that time and can scale up and down depending on seasonal fluxes. All deliveries are also tracked in real-time so that stores have accurate information on when deliveries will be taking place and monthly planning meetings are used to ensure that any expected spikes in demand for stock are factored in to the logistics and route planning.

EXECUTION:

Menzies Distribution collects the goods from WHSmith's three main distribution centres in Birmingham, Dunstable and Swindon for transport across the UK to its 1200 stores. The Menzies WHSmith team consists of around 50 permanent drivers with a reliable supply of extra drivers during peak times. Deliveries flex up and down dependant on demand, with the summer and Christmas peaks often requiring a 7 days per week service.

Menzies Distribution also offers a return logistics service to deliver goods and cages for transport back to the three WHSmith distribution centres. This service is a highly efficient method and is implemented on an 'as-needed' basis with a demand often seen following the holiday peaks.

All deliveries are tracked, and the vans are equipped with telematics to support this. The same drivers are used to deliver to the same stores to promote good relationships and accountability.

RESULTS:

Menzies Distribution delivers to all WHSmith stores in the UK and Scotland and has ensured a reliable and dynamic next-day delivery service throughout high and low season periods. With the Menzies returns service, WHSmith is able to have all unsold stock collected and captured for re-sale, reuse or recycling, minimising wastage and keeping stores clear of unsold stock.

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AROUND THE CLOCK, AGAINST THE CLOCK

