



We came ashore on time, and the solution works very well for us. A good platform has been created for our new e-commerce set-up.

Christian Levorsen, Vice President Logistics



Flying Tiger Copenhagen

Flying Tiger Copenhagen has taken off with e-commerce in Denmark, and customers can now purchase products both in stores and online. Online orders are delivered to the customer's home address or can be picked up at one of Flying Tiger Copenhagen's stores. The new set-up places demands on the company's logistics, so it initiated a collaboration with Logimatic, choosing the standard LOGIA solution to support its e-commerce fulfillment processes. Less than four months after the initial meeting, the first items were shipped from the distribution center, and the web shop has gotten off to a flying start.

Warehouse and logistics situation

The Danish retail chain Flying Tiger has over 900 physical stores in 30 countries.

The company has so far delivered large shipments to its stores around the world, but until now, it has not been possible for individual customers to order goods online.

The new e-commerce solution creates a new warehouse and logistics situation for Flying Tiger, as the company is now delivering many small orders direc-

flying tiger copenhagen

tly to its customers. The warehouse is manual and is staffed by both permanent employees and temporary workers.

Quality is the most important

The criteria for a successful e-commerce fulfillment set-up are: high delivery speed, no picking errors, scalability, and efficiency. The fulfillment set-up is supported by the LOGIA warehouse management system, which ensures that the success criteria can be achieved. All employees are online in LOGIA via tablets.

The solution includes:

- » **Management of manual warehouse**
- » **Web shop functionality**
- » **Integration to web shop**
- » **Integration to transport administration**

Picking for 12 orders at once

When a customer places an order in the Flying Tiger's web shop before 2:00 p.m., the order is shipped the same day. Received orders are prioritized according to shipping time, and picking rounds handle up to 12 orders at once. This enables employees to deal effectively with many small orders simultaneously.

"Implementation speed and the quality of the solution were crucial for us, as we had to create a fulfillment set-up for e-commerce"

Christian Levorsen, Vice President Logistics

Visualization minimizes errors

LOGIA guides warehouse employees through picking rounds and to the right picking locations. The tablet shows a picture of the item, the order quantity, and the picking boxes into which the items are to be distributed.

Employees ensure that they are in the right picking location by scanning the location. When the picking round is complete, all the picked items are scanned before being packed. LOGIA indicates any error pickings and how to handle them. This provides an efficient and error-free warehouse transaction.

WMS, web shop, and freight is integrated

LOGIA is integrated with Flying Tiger's web shop, so critical factors such as the availability of goods are shared across the two platforms. Transport administration is also integrated into the solution, so that the freight is ordered directly from LOGIA and the customer is notified when the order is packed and ready for shipment.

A flying start

Flying Tiger chose a standard solution from LOGIA to manage its new e-commerce set-up. This made it possible to define the project and put it into operation in less than four months. The web shop got off to a flying start. It went live on January 13, 2020, and the first orders were shipped the same day.

"We came ashore on time, and the solution works very well for us. A good platform has been created for further development. The cooperation with Logimatic has been excellent"

Christian Levorsen, Vice President Logistics

About Flying Tiger Copenhagen:

- » Danish retail chain focusing on cheap products for DKK 10-30
- » 990 physical stores in 30 countries
- » E-commerce in Danmark
- » 6000 employees