



Logistics Takeaways from Introduction to Store Operations

Logistics is important to stores in several ways:

- Receiving initial allocations of promotional stocks promptly, together with promotional signage, so that displays can be built in time and fully stocked.
- Receiving regular replenishments of normal stock to keep availability high on the shelf.
- Receiving online orders to be collected by shoppers before the customer comes to the store (known as BOPIS orders in the US).
- Taking online returns shoppers bring into stores away promptly when they need to be returned to a central warehouse.
- Delivering all merchandise floor ready so it can be moved straight onto the sales floor apart from goods wrapped or bagged for customer pickups.
- In bigger stores ideally delivering it in departmental pallets or roll cages, so it can be dropped on the sales floor by the shelves it is destined to refill.
- Maintaining security during transportation and unloading at store so that there are fewer losses due to damage or theft.

Store receiving and shelf replenishment is labour intensive and disruptive to customers shopping the store, so it is good to avoid blocking aisles at peak customer shopping times. Store stock room space is often very limited so smaller more frequent deliveries are preferred by many stores, especially at critical peak times like the run up to Christmas.

It is worth visiting a few stores in a target account to see how well they handle routine operations in this area and store managers may be quite helpful in summarising their own experience. Equally talking to people in Stores Administration at headquarters will give another management view of the challenges.

