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DB Schenker Fashion & Retail - 全球国际货运服装及零售服务 -

Crisis-proof supply chain solutions
抗危为机供应链解决方案



Keeping the fashion industry in motion! 让时装业继续启动！

The global economic downturn left many fashion & retail companies heavily hurt by the decreasing consumer demand. In this environment, first priority for every retailer, sourcing agent and manufacturer is process optimisation in order to reduce costs.

DB Schenker, established in Hong Kong in 1966 and with an extensive network in all major cities in China, has been offering highly cost-effective fashion & retail solutions for years and is geared to assist you through these challenging times.

受全球经济衰退所影响，消费者需求大减，令不少服装及零售企业大受打击。在这样的环境下，各零售商、采购代理及厂商的首要任务均是着眼于精简工序力求减低成本。

全球国际货运自1966年在香港成立分公司至今，服务网路遍布中国各大主要城市，多年来为服装及零售业提供高成本效益的物流解决方案，我们全力助您渡过重重挑战。

DB Schenker's Fashion & Retail team, specialised on 全球国际货运服装及零售物流团队专门为您

Overcoming new challenges 战胜新挑战

Control & Quality 监控与品质

- Merchandise visibility
监控商品生产过程
- Managing factories & vendor compliance in China
监管中国地区的工厂及供应商的生产承诺
- Document handling
文件处理
- Quality assurance
品质保证

Speed & Cost 速度及成本

- Short shelf life of wearing & fashionable apparel
成衣及时装配件的货架寿命较短
- Keen retail competition
零售市场竞争激烈
- Labour & raw materials cost pressure
劳动力及原材料成本压力加剧
- Replenishment accuracy
补货时间须计算精确

Reliability & Flexibility 可靠性及灵活性

- Seasonal capacity compliance
季节性生产力承诺
- Security from pilferage/damage
保安措施以防盗/防损
- Data & systems integration
资料及系统整合
- Flexibility of value-added services
增值服务灵活应变

Eliminating potential loss 消除潜在亏损

- Avoid early or late shipment due to planning, customs or quality issues
避免因计画、海关或质量问题引致货物延误或提前送达
- Reduce pressure to domestic warehouse on productivity & costs
减低国内仓储的生产力及成本压力
- Increase sales, market share & brand image
提升销售额、市场占有率及品牌形象
- Control inadequate or excess inventory
控制存货不足或产品过剩
- Minimize disposal cost
缩减理货成本



Our value proposition

我们的致胜优势

B2B distribution challenges

企业对企业 (B2B) 在配送方面的挑战

Inventory 库存

Poor inventory management and lack of inventory visibility.
库存管理失当及缺乏库存监控

Manual tracking of samples & stocks.
人手追踪货板和存货记录

Order Management 定单管理

Poor response time and customer complaints due to inefficient order processing.
定单处理过程欠效率，回复客户需时较长，以致引起投诉

Shipment 货运

Lack of shipment visibility.
货运过程欠缺透明度

Business Intelligence 商业智慧

Inability to conduct business analysis due to reporting gaps in sales performance.
因销售表现报告差异未能进行业务分析

Resource Allocation 资源分配

Inability to focus on core functions due to inefficiencies in the supply chain.
供应链欠缺效率使其不能专注于发展核心业务

Business Control 业务控制

Multiple channels of communication, often resulting in wrong information being passed down.
繁复的沟通流程使资讯传递有误

DB Schenker solutions

全球国际货运的解决方案

Our value-added services help reducing your overall inventory holding and stocks write-offs.
我们的物流增值服务助您减少整体库存量及免除缺货及折旧的情况发生

Samples & stocks are optimised and topped-up on time.
优化样板及存货追踪以至及时补货

Our dedicated Account Management Team helps to improve response times and customer service levels.
我们的专属客户管理团队能大大改善回复客户时间及服务水平

Web-based shipment tracking and a customized IT platform (CIS) enhance visibility and control of goods flow across the entire supply chain.

透过网上追踪系统或为客户量身定制的资讯科技平台 (CIS)，即时监控货物在整个供应链上的状况

Our sales data capturing and customized reporting functions provide you with timely business intelligence data for your business planning.

通过我们的销售资料记录及个性化的报告功能，客户能得到及时的商业资料反馈以计画企业发展方向

Outsourcing logistics operations to DB Schenker improves efficiency of your supply chain while you can focus on your core business.

客户将采购物流的职责全权交予全球国际货运，就能提高生产力及员工的素质，使其能专注于核心业务的发展

We act as single point-of-contact for all logistics-related communications.

我们作为您的单一联络点，为客户处理物流相关方面的沟通



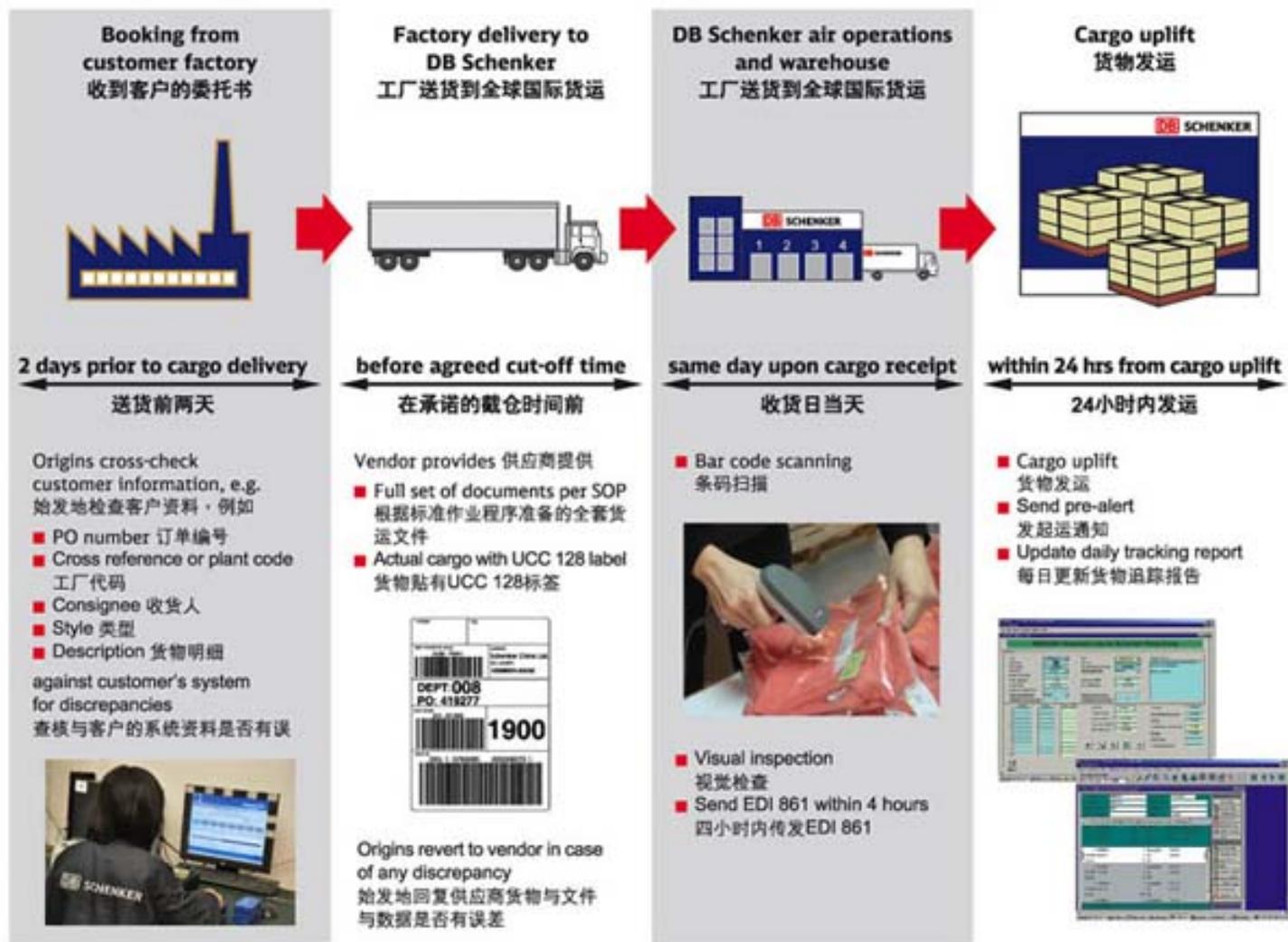
Expertise on fashion & retail logistics 服装及零售物流的专业服务

An efficient supply chain and fast response to markets are key success factors of fashion retailers. DB Schenker in China has in-depth understanding and experience on executing customer requirements from the beginning to the end of the supply chain process.

高效的供应链管理及快捷的市场反应均是服装零售商的制胜之道。中国全球国际货运具备丰富的行业经验，能清楚掌握整个供应链中需要执行的各项客户要求。

Example of an airfreight operation flow to illustrate the role of DB Schenker in China:

以下空运操作流程例子详细阐述中国全球国际货运在运作流程中所扮演的角色。





With the growing complexity of the fashion & retail industry, DB Schenker in China has the dedicated team to provide best-in-class services:

Garments On Hanger (GOH) - customized garment on hangers device, fit to carrier equipment.

Vendor Compliance Program (VCP) - comprehensive vendor compliance program throughout our China network.

Integrated Cargo Management (ICM) - integrated cargo management with advanced PO management system.

Values Added Services (VAS) - Tailor-made value-added services include:

- Barcode scanning
- Cross docking & consolidation
- International and domestic distribution
- Inventory management
- Ironing
- Pick & pack at articles and shop level
- Quality control & inspection
- Replenishment
- Reverse logistics

DB SCHENKERSky - scheduled air freight products for your specific needs in a flexible and efficient way.

DB SCHENKEROcean - intermodal ocean transport from door to door in a time definite environment.

DB SCHENKERSkybridge (sea/air) - transport your goods at up to half the transit time of ocean freight and half the cost of air freight.

隨著服裝及零售業的業務發展日益繁重，中國全球國際貨運服裝及零售物流團隊竭誠為您提供頂級的物流服務：

成衣掛架處理 (GOH) —— 特設的成衣掛架器材能配合航空公司的設施處理貨物

供應商承諾方案 (VCP) —— 在中國各城市推行了完善的供應商承諾方案

綜合物流管理 (ICM) —— 配備先進訂單管理系統的综合物流管理

增值服務 (VAS) —— 為您量身訂做的增值服務包括：

- 條碼掃描
- 越庫作業及貨物拼裝
- 國際及本地配送服務
- 庫存管理
- 衣物熨平服務
- 抽選及包裝
- 質量監控及檢驗
- 補充貨物
- 逆向物流

DB SCHENKERSky (空运服务) —— 提供切合您需求的空运产品，使您有更高的灵活性及能更有效地调配货物的运输时间。

DB SCHENKEROcean (海运服务) —— 涵括了多式联运的海运产品，能于限定时间内为您提供门到门的运输服务。

DB SCHENKERSkybridge (海空联运服务) —— 使您的货物能以比海运快一倍的速度及比空运少一半的成本送抵目的地。



Contact our Fashion & Retail team for further information:

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