



FedEx Transportation Management

Retail

The road to retail efficiency.

Today's retailers are contending with pressure from a variety of sources. Your industry is more competitive than most, with each struggling to stand out from the crowd. Your customers have higher expectations for product availability than ever, and they have plenty of other alternatives if your shelves are not fully stocked. Yet, you also have to worry about excess inventory, given the seasonality of your products and taste fluctuation of your customers. You have the cost and time of investments in point-of-sale services to consider. And if that's not enough, you're also working to keep your business model flexible enough to handle cross-channel retailing. So, how do you divide your time between meeting the everyday demands of operations *and* managing the transportation that regulates the inbound and outbound flow of goods or materials?

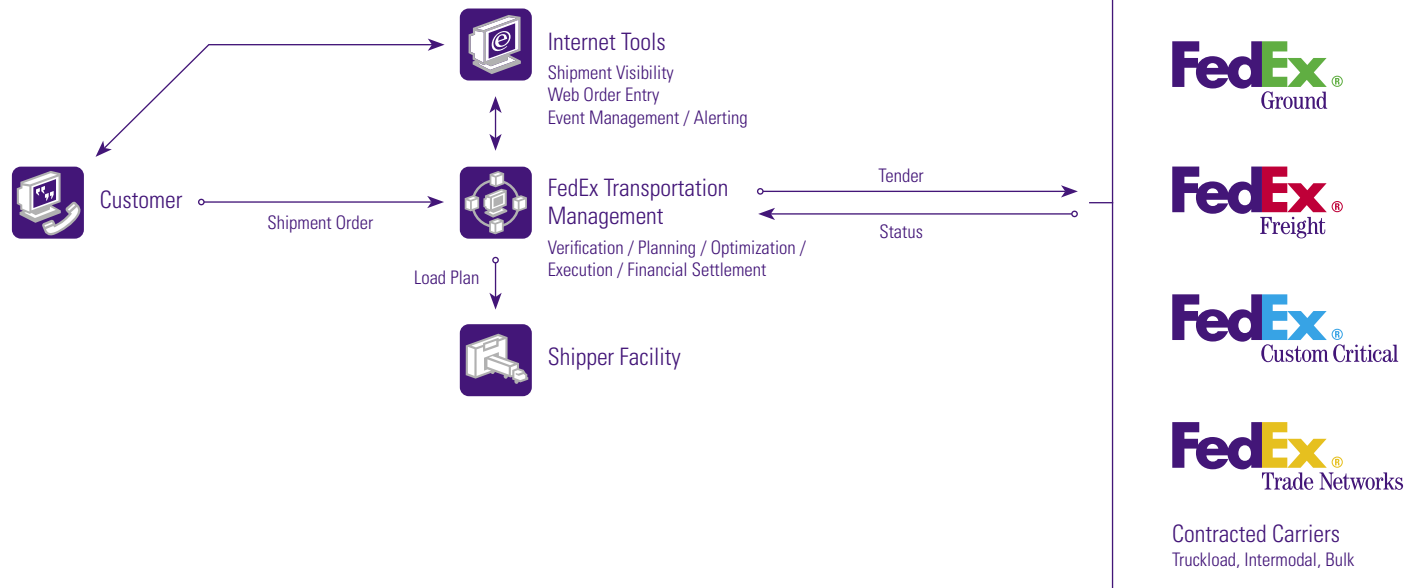
Maybe that's why transportation management has become the second most frequently outsourced component of supply chain management. Successful companies know that their future lies with perfecting their core competencies—marketing, product development, and product availability—and when it comes to non-core functions like transportation management, it's just smart business to let someone else stock the shelves.

FedEx Transportation Management is part of a supply chain portfolio offered by FedEx Supply Chain Services that lets you leverage an entire family of multi-modal capabilities from the world's most trusted transportation provider. So you're given a single point of entry for:

- Improved production planning, inventory management, and compliance from your suppliers.
- Cost-efficient supply chain management that can help improve your business model's bottom line.
- Flexible shipment planning that can help lower transportation expense through a process of consolidation, aggregation, mode selection, and service levels.
- Shipment management that delivers your products where, when, and how your customers want them.
- Financial settlement and operational reporting that can reduce administrative costs and provide you with the metrics you need to better manage your business.

With FedEx Supply Chain Services on your side, you can deliver reliability to your customers.

FedEx Transportation Management Processes



Visibility that helps you mind the store.

When you can't monitor incoming and outgoing goods with accuracy, it's hard to promise your customers absolute reliability. And in today's retail environment, that's what they expect, especially since shortened distribution times are the key to survival. To promise on-time delivery to your trading partners, we provide visibility to inbound and outbound inventory. With transportation management from FedEx Supply Chain Services, web-based management of your transportation orders allows you to review, confirm, and even change order attributes, not just once, but at multiple stages before dispatch. Then you can view your inventory in motion, receive event alerts as they occur, and supply notification to your customers before an event becomes an unexpected—and unpleasant—surprise.

We monitor supplier compliance, validate order accuracy, and employ sophisticated planning and processes to minimize overall transportation expense. We also give you the confidence of knowing that there is a group of dedicated, experienced professionals making sure your shipments come and go as planned.

With that kind of visibility and peace of mind, you can deliver reliability to your customers.

Margins are for profit, not error.

In the retail industry, the company that maneuvers through the complex channels of distribution with speed and accuracy becomes the enterprise leader. With so many competitors vying for first place, heavy price competition, cross-channel vending, and the importance of product selection and availability, there's no margin for error. Do it right—*now*—and you'll be the industry leader.

FedEx Supply Chain Services helps you do transportation management right. Now, you can:

- Choose the transportation mode that best fits your shipment requirements.
- Rely on integrating sophisticated operational technology with the transportation resources necessary to help you conduct business in break-through ways.
- Attain real efficiencies through a scalable supply chain infrastructure that accommodates all the ways you evolve as a business.

When you can do all this, you'll position yourself to have lower distribution and storage costs, increased inventory turns, enhanced cross-channel sale capabilities, better asset utilization, and overall reduction in overhead.

In short, you'll be efficient.

To satisfy your customers, be the shopkeeper for a moment.

Change places with your customers for a minute. What would *you* want from *you*? First of all, you'd want someone who was an asset to your business. Someone who could help you forecast and plan the sending and receiving of goods to reflect the seasonal needs of your customers, keep distribution flowing, and make "Just In Time" mean what it says. You'd also want someone to help you reduce storage costs by increasing inventory turns and eliminating dependence upon safety stock, which in turn streamlines your cash-to-cash cycle. You'd probably appreciate the flexibility to adopt new distribution models, enabling you to seamlessly cross-sell your goods in the complex retail marketplace. And you'd definitely want to leverage a relationship with a world-renowned company like FedEx.

With transportation management from FedEx, you can pass along all of the inherent benefits you receive to your customers. You can make the promise of Synchronized ReliabilitySM—and we are here to help you keep that promise.

For more information about transportation management provided by FedEx Supply Chain Services, call 1.800.543.7657, or visit fedex.com.