



About WETHEBRANDS

WETHEBRANDS, founded by entrepreneurs Jaschar, Christoph and Michael, specializes in acquiring and scaling Amazon brands. Their extensive experience in supply chain management, finance and e-commerce has resulted in an innovative business model: entrepreneurs who want to sell their Amazon brands are offered a platform to take their businesses to the next level. WETHEBRANDS' core business includes providing comprehensive support to brands, from increasing operational efficiency to scaling marketing to drive sustainable growth.

Transport logistics is a key component of WETHEBRANDS' business strategy and makes a significant contribution to its success. It plays a central role in increasing the efficiency of brands and is therefore a decisive factor in improving business results. It also represents an important aspect of competitive advantage.

Project Details

The original aim of the project was to develop a transportation concept for inbound logistics from Asia. In the second step, the strategy was put into practice and operational support was provided during implementation.

The volatility of the transport markets requires constant adaptation and continuous improvement of the transport strategy. This is the only way to overcome the many challenges along the transport chains.



Development of a transportation concept

The transportation concept is at the heart of the strategic direction. It had to be efficient, cost-optimized and flexible to adapt.



Setting up an inbound control tower

The Inbound Control Tower is the control center for day-to-day operations. Service providers are managed and transport logistics are continuously improved.



Transparency along the supply chain

Transparency along the supply chain was one of the core tasks in the collaboration. Purchasing and supply chain should always be able to see the status of POs and transportation details.

Challenges

The difficulties in strategic and operational transportation logistics are manifold and can change quickly, often even on a daily basis. It is therefore necessary to develop and test solutions quickly. Occasionally, a high degree of creativity is also required to make the transportation sector crisis-proof.

1

Volatility of the transport markets

Geopolitical and environmental events have made the transportation markets very volatile

2

Securing transport capacities

Ensuring transport capacities is one of the central tasks of professional transport management

3

Rates at market level

In order to remain competitive, rates must always be kept at the market level

Solutions

Logistics solutions must be flexible and process-oriented, as transportation strategies often change quickly. It is important to always maintain an overview and be ready to act quickly, e.g. by changing means of transportation or partners. It is important to ensure reliable delivery and maintain quality standards.

Here are some of the ways in which we respond to the challenges together with WETHEBRANDS:

1

Multi-Service-Provider-Concept

By using different logistics service providers, the transport strategy can be quickly adapted in the event of capacity bottlenecks

2

Use of supply chain software

With the help of specific supply chain software, delays become visible and changes can be responded to quickly

Results

In addition to significantly reducing costs and avoiding additional costs, we were able to guarantee rates in line with the market through continuous benchmarking. The professional management of logistics partners led to a significant increase in efficiency and reliability throughout the supply chain. These improvements played a key role in enabling WETHEBRANDS to expand its business and strengthen its market position.



Improvements
in
Rate Levels



Increase
in
Efficiency

Customer Feedback

Communication with Prioror was always very good, open, honest and solution-oriented. What particularly impressed us was the fast and direct communication and the proactive approach. Prioror doesn't just act like a service provider, but like its own department. They come up with innovative solutions and fight for punctual deliveries. A particularly positive moment was the spontaneous support in accepting a delivery at Prioror's own warehouse when our warehouse was unavailable. We have already recommended Prioror to other companies and will continue to do so.

Christoph Baumann

COO & Cofounder, WETHEBRANDS



If you are also interested in optimizing your logistics, reducing costs and benefiting from effective transport management as a service, we look forward to hearing from you or giving us a call.

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