

Customer Solutions Case Study Retail - Nike Indonesia

Customer Profile

Nike is the world's leading designer, marketer and distributor of authentic athletic footwear, apparel, equipment and accessories for a wide variety of sports and fitness activities. Based in Beaverton, Oregon, Nike employs nearly 35,000 people worldwide.

The Challenge

Nike needed to create a reliable domestic supply chain solution for their operations in Indonesia as they had previously relied on domestic distributors and had no external logistics provider. They required a solution that reduced both supply chain costs and lead times to customers, and also provided real time inventory visibility. Nike needed reliable distribution of its footwear, apparel, and sports equipment across the whole of Indonesia.

Agility's Solution

Agility established a 4,600 sq. meter facility to cater for Nike's needs in Jakarta, supporting activities across Indonesia. A team of dedicated Agility employees manage and oversee the supply of products from point of order. In addition, Agility established links into Nike's order management system to ensure full visibility of products at SKU level throughout the supply chain. Distribution is now carried out to over 140 stores and warehouses across the country.

After goods arrive at the warehouse, Agility receives orders from Nike, processes them, and picks and packs the goods for delivery. Order visibility is provided through Warehouse Management System (WMS) and Radio Frequency (RF), which allow for product tracking. Use of a dedicated truck fleet and preferred vendors ensure that deliveries are made to the proper outlets on a regular basis, depending on requirements. For more remote locations, Agility's branch offices across Indonesia arrange for delivery to retail outlets.

Agility supports Nike's strong emphasis on recycling cartons and lowering environmental impact by reusing all imported cartons for local delivery. This program is now being extended to include collection and subsequent reuse of cartons from stores. Agility also handles reverse logistics for Nike. Any defective or recalled goods are collected by Agility and inspected as required.



A Word From Nike

"Agility demonstrates their focus on customer delight by being flexible to the changing needs of the customer. Active communication is the catalyst in aligning mutual expectations to prepare for market changes."

Choon Wea Loo
South East Asia Supply Chain Director
Singapore



Agility's Team of Experts

When you have a dedicated team of logistics professionals studying your business, listening to your concerns and understanding your challenges, you have Agility's brand of Personal Service. Partnership with our customers is the driving force behind our mutual success and the ultimate satisfaction for our more than 34,000 employees in over 120 countries around the world.

As a top global service provider, we do business in the most straightforward scenarios, as well as the world's most challenging environments. Agility is a company on the move, yet we never lose sight of the fact that, whether you are a small or large enterprise, the heart of our business is personal customer service.

Special Services Provided to Nike

- A Purpose-Built 4,600 Sq Meter Warehouse
- Full Inventory Management System
- Indonesia-wide Domestic Distribution
- Recycling and Reuse of Cartons
- Reverse Logistics to Handle Returns or Defective Items

Contact Your Retail Expert For Personalized Service

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