

LOGISTICS SOLUTION GUIDE:

What You Need to Know About Retail Logistics

In an evolving retail industry, efficient transportation is crucial for business success. Dependable, global shipping partners stand out as a huge asset for retail companies. Whether they're shipping merchandise, product displays or refurbished products, retailers need a reliable logistics partner to move goods securely and meet changing customer demands.

The right partner can make a huge impact on your bottom line by providing swift cargo transit from warehouses and production facilities straight to your business. Properly managed retail logistics also benefits the consumer, increasing the number of goods available while lowering prices.

The ongoing transformation of retail requires an adaptable, agile logistics provider. As you build out or revamp your retail shipping strategy, take time to review important components of your process, and consider the best way to evaluate potential partners.

Key Areas Within Retail Shipping

Retail shipments extend beyond inventory additions. Encompassing product displays, asset recovery and more, retail logistics requires careful planning and execution for any shipment type, including:



01 | Merchandise

From toys to clothing to electronics, retail spans a wide range of product types. Shipping partners should adapt to the necessary processes for each kind of merchandise, making shipping adjustments to deliver consumer-ready items to your sales floor.



02 | Product Displays and Fixtures

The way you present products in the store has a strong effect on consumer behavior. Retailers turn to logistics companies for transport and assembly of in-store displays, such as pedestals for clothing. These shipments are often fragile, bigger and more customized, requiring flexible logistics solutions.



03 | Additional Services

In addition to core product and display transport, retail logistics includes a range of related services. Depending on the shipment and retailer, this can include reverse logistics and asset recovery, e-commerce solutions, customs clearance and more.

4 Features to Look for in a Retail Logistics Provider

The logistics needs of retailers continuously fluctuate. While the specifics may vary between companies and markets, the underlying qualities of the ideal logistics partner remain the same. As you adjust your retail operations, look for a provider with extensive logistics experience and these four features:

Flexibility

Your stores' logistics demands may change every year or season. The right logistics provider can adapt to these changes, whether they're fulfilling new merchandise needs or assembling a product display. Choose a company that offers excellent rates and service across transit methods, including:

- ✓ Flex space in any zip code
- ✓ Product kitting and labeling
- ✓ Technology deployments & rollouts
- ✓ Importer of Record (IOR) services
- ✓ Pool distribution
- ✓ Ocean and air shipping
- ✓ International and domestic services (LTL, FTL, expedited)

Expansive Network

To get the best service and rates possible, select a retail logistics provider with a wide network of industry connections. Look for companies with strategic airline and ocean carrier relationships, along with a robust global network that includes China, Vietnam and Mexico. Your partner should have experience importing freight to the U.S., handling customs clearance, and managing ocean transit and air shipments.

IT Capabilities

Your retail shipments are critical to your business, and you shouldn't be left wondering about their status. In addition to efficient transit of your retail freight, find a logistics company with comprehensive information technology capabilities. Look for features like complete shipment visibility and tracking, reporting, status notifications and data integrations to ensure you'll remain updated throughout each shipment.

Account Management and Customer Service

Communication is crucial to effective retail logistics. Ensure that your logistics provider has complete oversight throughout shipping and processes designed to keep you informed, such as shipment tracking and a fully responsive support team.



Related Logistics Solution Guides

A wider understanding of shipping techniques and processes also helps you identify the ideal retail logistics provider. Take a deeper dive into logistics topics with our library of related resources.

[What You Should Know About White Glove Delivery and When to Use It](#)

[What You Need to Know About Food Shipping](#)

[Understanding Life Sciences Logistics](#)

AIT's wide-ranging retail logistics experience encompasses merchandise, product displays, reverse logistics and more for some of the world's top retail brands. We can leverage any shipping method necessary to quickly bring cargo from the production facility to your store door while adapting to your changing shipping needs. Our airline relationships and sector diversity, which includes perishables, helps us access the best air rates possible, while our ocean carrier network assists our sea transit operations.

We maintain secure transit throughout the supply chain, helping get your products in the hands of consumers as quickly as possible. With agile operations to anywhere in the U.S., extensive ocean and air experience, U.S. customs clearance capabilities and more, we make retail logistics more manageable for retail businesses.

Partner with AIT to boost your business with expert retail logistics.