



# Multi-channel Warehousing

Making E-Commerce Flow





A woman with blonde hair tied back is working in a warehouse. She is wearing a dark blue long-sleeved shirt and is looking down at a stack of cardboard boxes. The warehouse is filled with shelves of boxes and other items. A sign on the right side of the image says "KEEP THIS AREA CLEAN" and "SO CLEAN UP AFTER YOURSELF!".

## **What is multi-channel warehouse?**

# What is Multi-Channel Warehousing?



- ❑ Multichannel warehousing is an approach that enables businesses to effectively manage inventory and fulfil orders from multiple sales channels in a centralised manner.
- ❑ Instead of maintaining separate warehousing and fulfilment operations for each sales channel, businesses consolidate their inventory in a single warehouse facility.

A woman in a dark uniform is working in a warehouse, surrounded by stacks of cardboard boxes and high industrial shelving units filled with more boxes. A sign on the floor reads "KEEP THIS AREA CLEAN YOUR WAREHOUSE ONLY HERE SO CLEAN UP AFTER YOURSELF!".

## **Key-Aspects of Multichannel warehousing**



# Centralised Inventory



- ❑ Consolidating inventory in a central warehouse simplifies management by having a single location to track and monitor stock levels.
- ❑ It enables businesses to have a holistic view of inventory across all channels, helping them make informed decisions regarding stock replenishment and reducing the risk of stockouts or overstocking.

# Order Management



- ❑ Multichannel warehousing streamlines order management by centralising the process.
- ❑ Orders from various sales channels are aggregated, processed, and fulfilled from a single system, improving efficiency and reducing the need for manual intervention.
- ❑ It allows businesses to have a unified order tracking system, enabling them to provide accurate shipment status updates to customers across all channels.

# Integration with Sales Channel



- ❑ Integrating the warehouse management system (WMS) with sales channels enables seamless data flow and real-time synchronisation.
- ❑ Inventory levels, product information, and order details are automatically updated across all channels, ensuring consistency and avoiding overselling.
- ❑ Integration facilitates automated order routing, enabling efficient fulfilment and reducing the risk of errors associated with manual data entry.



# Efficient Fulfilment



- ❑ Multichannel warehousing optimises fulfilment processes by leveraging economies of scale.
- ❑ Centralized warehousing allows for efficient picking, packing, and shipping operations.
- ❑ Businesses can streamline workflows, implement standardized packing procedures, and optimize shipping carrier selection, leading to faster and more cost-effective order fulfilment.



# Inventory Allocation



- ❑ Multichannel warehousing enables businesses to strategically allocate inventory based on demand patterns and channel priorities.
- ❑ Inventory can be dynamically distributed across channels to meet demand fluctuations and optimize sales opportunities.
- ❑ It allows for more efficient stock replenishment, reducing the likelihood of stockouts or overstocking in specific channels.

# Enhance customer experience



- ☐ Multichannel warehousing provides scalability for businesses expanding across multiple sales channels.
- ☐ It offers flexibility to accommodate growth and expansion without significant investments in separate warehousing infrastructure for each channel.
- ☐ Businesses can easily onboard new sales channels, reach wider audiences, and adapt to changing market demands more effectively.



# Sustainability



- ❑ Centralized inventory and streamlined operations contribute to an improved customer experience.
- ❑ Customers receive consistent and accurate information about product availability across all channels, reducing the risk of disappointment due to out-of-stock items.
- ❑ Faster order processing and reliable shipping contribute to timely delivery and increased customer satisfaction.





Thank you  
for your  
time.

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