

CASE STUDY

Scaling From 800 to 9,000+ Retail Locations with a North American Distribution Network

Project Overview

A fashion jewelry company looked to expand beyond its existing U.S. presence but lacked the distribution infrastructure needed to support large-scale retail growth. Without a North American logistics network, inventory flow and replenishment speed limited expansion opportunities.

Approach

We designed and implemented a North American distribution operation built for scalability and seasonal variability. Our team established processes to centralize inventory, streamline order flow, and reduce fulfillment lead times. The operating model allowed the client to increase retail penetration while maintaining consistent service levels across thousands of locations.

Execution Highlights

-  Centralized distribution framework supporting high-volume retail expansion
-  Inventory flow design aligned to fast store onboarding
-  Flexible operating model adapting to seasonal demand changes

Let's discuss your freight needs.

Contact Us

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THE CLIENT

Beeline, a global fashion jewelry and accessories brand

THE PROJECT

North American market expansion initiative

SCOPE DETAILS

Project Type

Warehousing and distribution management

Geographic Focus

United States retail network

Growth Supported

Expansion from 800 to 9,000+ retail locations

OUTCOMES

- ✓ Retail footprint expanded quickly without distribution bottlenecks
- ✓ Scalable fulfillment model supported growth to 9,000+ U.S. locations
- ✓ Lead times reduced through centralized inventory and distribution control