SPORTINA - Integrated Management of the Logistics Flow (Sportina Bled Ltd.)

Freight Consolidation and Transhipment, IT-technologies and Solutions, ICT, Transport Optimisation, Business to Business (B2B) Solutions, Cooperation, Innovative Operational Solutions, Value Added Services, Transport Management,

Sportina Group manages over 300 stores on 7 geographical markets and represents more than 80 trademarks. In last three years, Sportina Group centralized majority of its support actions. Firstly, the logistics and informatics sectors were centralized. Later on warehouses in Serbia and Croatia were closed and all processes were shifted to the central warehouse in Radovljica (Slovenia). Two years ago, one person was designated to management of informatics and logistics sector and is now responsible for performance of the whole group.

• Automatic data transmission and labelling of products by the producer.
• 60% of goods are shipped directly from supplier to local freight broker.
• 35% drop of expenses.
• Integration of automatic transfers enabled the system of automatic replenishment by suppliers or Sportina’s central warehouse.

Sportina Group deals with more than 300 stores, 80 trademarks and all of that on 7 geographical markets. Before the implementation of integrated management of logistics flow, all the goods were shipped to the main warehouse in Radovljica unlabelled and unsorted. Consequently, the paperwork, labelling and customs activities were extensive. The goods had to be unloaded, labelled, loaded and shipped to their destinations. With implementation of integrated management of logistics flow the goods are now labelled and distributed directly by suppliers to local brokers and stores. All goods are equipped with destination specific declarations and labels (according to specific legal requirements of each market such as price, information on goods in local language) and as there is no need for additional product labelling the intermediate storage and handling was eliminated.

With implementation of the present best practice, logistics centre was able to achieve following goals:
• electronic, automatic and paperless services.
• automatisation and simplification of business processes
• reduced expenses of logistics.

• Increased efficiency/productivity of logistics processes;
• Increased company profitability;
• Increased competitiveness;
• Reduced emissions.

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As centralization of logistics in one place has proved to be highly complex and hard to manage, Sportina Group has developed its own information management system incorporating automatic data transmission to its suppliers. Before implementation an agreement on ensuring individual destination required packaging with suppliers was reached (different markets have different legal requirements to be printed on goods’ declarations). Successful integration of automatic transfers to and from suppliers enabled automatic description of all article’s attributes. Sportina Group is using ERP BBIS of the Slovenian company named RCL-int Ltd. Comprehensive development of logistic and information solution is entirely the result of domestic knowledge.

Sportina Group is using the system on 7 markets (Slovenia, Croatia, Bosnia and Herzegovina, Serbia, Kosovo, Bulgaria and Montenegro) and extending to additional two in 2014 (Macedonia and Romania). Integration of automatic transfers was so successful that only 3 employees are needed for order management of nearly 1 million products (ordering, data management, translations into local languages, entering of prices into the system). OCR solution supported by Sharepoint has enabled integration of documents’ flows into financial and accounting programs. Suppliers issue invoices exclusively via e-mail in the PDF version. Receipt of the invoice at the specific e-mail address, initiates the procedure of automatic invoice processing.

More Best Practice cases and information about BESTFACT can be found at: www.bestfact.net

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Main transport modes affected by the solution:
• Road/truck
• Road/delivery van

Main elements of the supply chain involved in the practice:
• packing,
• transport,
• warehousing
• transhipment.