Boosting Boozt's Inbound Logistics

A Case Study at Boozt Fashion AB - Improving Inbound Logistics through Supplier Relationships and Handling of Goods
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E-commerce's growth, boosted by the pandemic, is changing logistics, driving innovation in supply chains, and requiring responsive operations to meet the rising customer demands while maintaining competitive advantage in a rapidly evolving market.

Have you ever bought clothes from premium or commercial brands? If so, you will end buying it from a e-commerce company or if you have the energy, the store. In this case, if you live in the Nordic countries, the chances of you buying it from Boozt are very likely.

Boozt is a multi-brand fashion & lifestyle e-commerce company that sells products within the categories such as; Women, Men, Kids, Sports, Beauty and Home. The majority of these brands are based in the Nordics while operating the world's largest autostore. As part of the requirements to stay competitive in the market, Boozt is interested in optimizing their inbound logistics.

Therefore, the purpose of this study is to develop recommendations for warehouse operations and supply relationships in order to improve inbound logistics performance.

In order to fulfil the purpose and solve the problems Boozt is facing, a certain set of main- and sub-questions will be answered which are as follows: *(1) How could goods be received from suppliers and managed at the receiving warehouse depending on item characteristics? (2) What does the current situation of Boozt's inbound look like? (3) How do the suppliers perform compared to each other for Boozt? (4) What should the relationship look like between Boozt and their Suppliers?* The research questions was answered through a case study while borrowing aspects from design science research. Both qualitative and quantitative data were used by collecting it from interviews, observations and literature.

The findings can be split into 2 categories which are supplier relationships and warehouse operations. To answer the first research question, Boozt's inbound operations was analysed, revealing a bottleneck. By improving the supplier relationships, this bottleneck will be reduced which cuts down the handling and decision-making needed. Also, the incoming goods should be categorised by a two-criteria class-based method which recommends where the goods should go in the warehouse based on its classification. To answer research question 2, three maps of Boozt's warehouse and operations were made. This led to an in-depth understanding of Boozt's warehouse and its processes. Research question 3 was answered by comparing suppliers, revealing that certain suppliers performed better. This was done by looking at the criteria, trust, delivery reliability, communication, responsibility and product data through a supplier evaluation method. Question 4 has been answered by combining conceptual frameworks, leading to an understanding of how Boozt should treat their suppliers and for them to change their current approach.
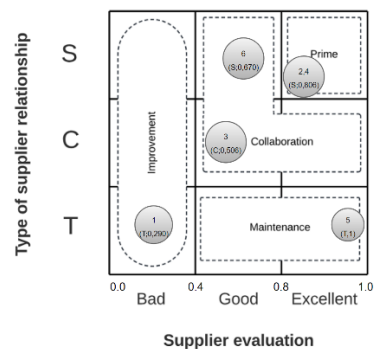
Lastly, recommendations were given on how to improve the suppliers to achieve a better performance. With this said, the paper contributed to the scarce research surrounding e-commerce and inbound logistics as a combination and can be of use to others facing similar problems.