

# The demand to **increase sales** never goes away

Toys R Us (TRU) Australia, like most retailers, saw a huge opportunity to increase sales of their products through an online store. In 2011 they embarked on an evaluation of their suppliers to find someone who could meet the needs set out by their US Headquarters, that would enable them to provide the same service they are famous for, online.

Their requirement included the ability to provide management for;

- Inbound & receiving
- Inventory control
- Order processing
- Sourcing of packaging
- Shipping
- Fulfilment
- Inventory removals
- Customer returns
- Data exchange
- Reporting
- Additional services
- Customer service integration

After a rigorous tender process, PMA Global was successful.

- Our objective was to provide technology and infrastructure through our experience and expertise in third party logistics.
- PMA Global tailored a specific solution to meet TRU's needs.
- The warehouse operation created a standalone despatch area, developed within a designated area of our warehouse.
- The area was fully portable and is assembled and dismantled as TRU's volume required.
- The change saw PMA despatch in excess of 1,000 orders per day when seasonal requirements peaked, where the previous average was approximately 300 orders per day.
- The decision to award the contract to PMA Global was a major factor in the establishment of the TRU E-Commerce business.
- TRU realised direct increases in marketing activity, sales and profit.

PMA Global is well placed to deal with the massive surge in volume having implemented key resource and technology changes to dramatically increase our capacity.

Marcel Mansour  
Client Relationship Manager PMA Global



**Toys R Us**



**PMA Global**  
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Damien Albert