

Challenge

- ★ Locate a 3PL to meet multi-channel fulfillment requirements
- ★ Secure competitive pricing for a new US retail launch

Solution

- ★ Conducted a specific and thorough RFP process
- ★ Located the ideal 3PL partner

Results

- ★ 74% savings in B2B order fulfillment costs
- ★ 48% decrease in receiving charges

Boh Tea Saves 74% Off B2B Order Fulfillment Costs

Opportunity

Boh Tea has been a leading tea producer in Malaysia since 1929, serving over 5 million cups of tea per day. Boh was moving into the US market with a multi-channel strategy consisting of direct-to-consumer, Amazon e-commerce and brick-and-mortar retailers. They needed a third party logistics (3PL) partner to provide order fulfillment services across all three channels.

Challenge

For a relatively new entrant in the U.S. market, identifying and launching with their ideal fulfillment partner can be a challenge without an understanding of the U.S. distribution providers, capabilities and pricing. In addition, an established high-volume producer such as Boh Tea needed to find a 3PL partner with the ability to scale rapidly as their products gain in popularity across the U.S. market.



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CASE STUDY

Savings in Order Fulfillment Costs

-74%

Decrease in Receiving Charges

-48%

"Blueprint was incredibly thorough in their search to find us the perfect 3PL partner. Their contract negotiations were worth the price of admission alone."

- Caroline Russell, CEO

Solution

After an in-depth review of the requirements for Boh's launch and distribution plan, we authored a Request for Quotation that narrowed the field from over thirty down to four qualified candidates. Our deep local knowledge of the distribution landscape in and around Los Angeles proved invaluable to Boh who did not have an office or full-time employees in the U.S.

Results

We were able to locate a perfectly sized Los Angeles-based 3PL able to provide personalized customer service in addition to scalability. Based on our targeted contract negotiations, we were able save Boh 74% off B2B order fulfillment costs and 48% off receiving charges.

About Blueprint Partners

We're former startup operators with deep experience in logistics, order fulfillment, warehousing, supply chain and inventory control. We've helped multiple high-growth product companies locate capable fulfillment partners, optimize warehouse efficiency, upgrade operations technologies and improve overall operating performance.



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