

# Transportation, Distribution and Logistics

**the Retail Supply Chain**

# Supply chains and the consumer

- We love supply chains, they deliver us the goods.

- Supply chaining is a method of collaborating horizontally – among suppliers, retailers, and customers – to create value.
- Today's cutting edge technology allows the chain to move quickly and efficiently

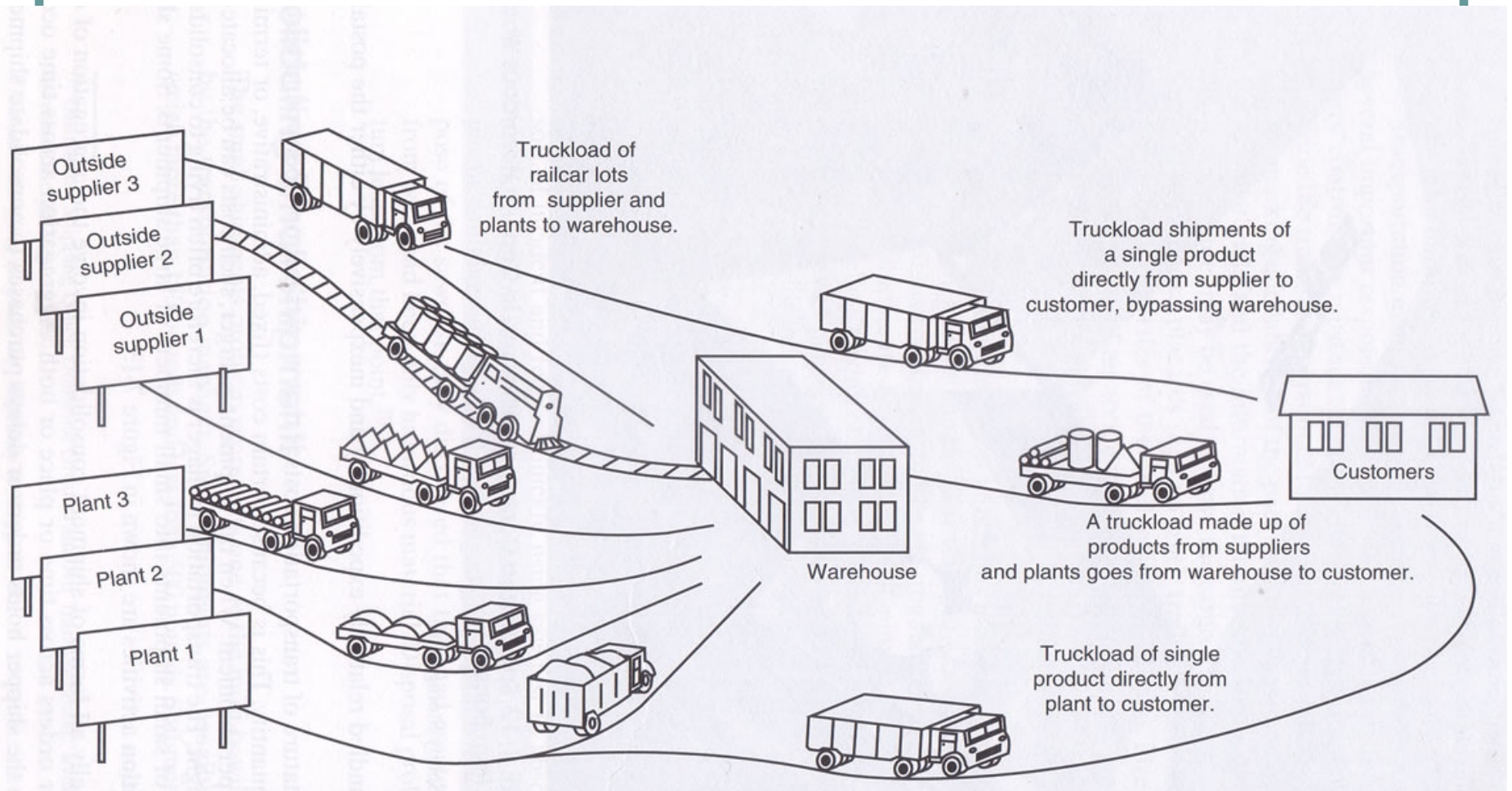
## Step 1

- Raw materials or partially completed components arrive at manufacturing plant

## Step 2

- Final completed product is shipped to warehouse for storage until distribution to retailer.

# Steps 2 and 3

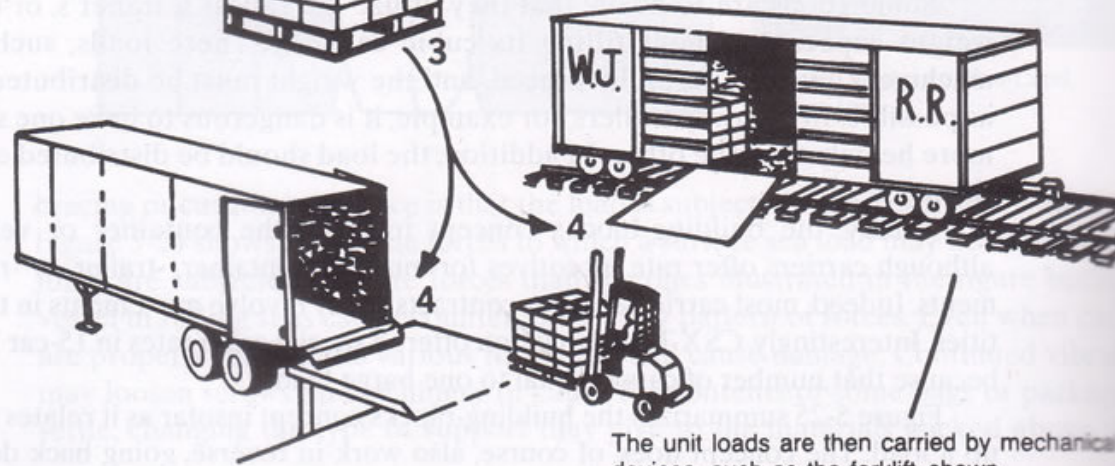


## Step 3

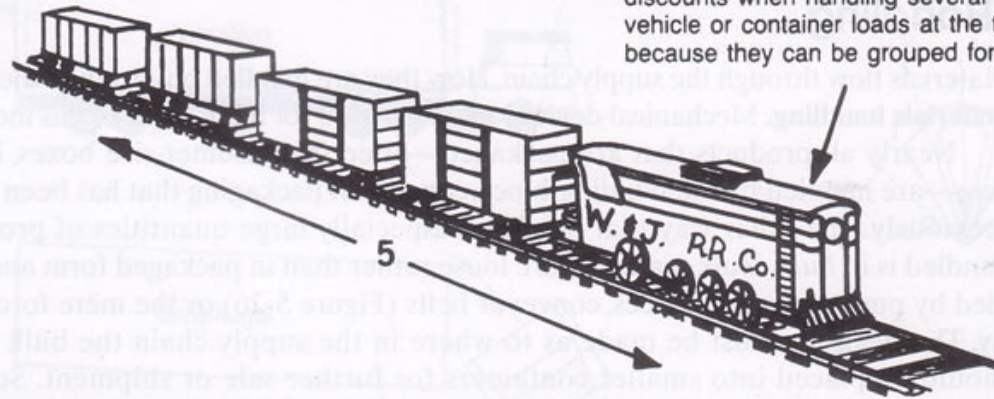
- Order from retailer is received and item is transported to retail store



Shown here are consumer products (1), packed in individual cans. They are packed inside fiberboard cartons (2), which are loaded on to a pallet. This pallet load (3) is also referred to as a *unit load*. The process to this point is called *unitization*.



The unit loads are then carried by mechanical devices, such as the forklift shown here, and loaded aboard a trailer (4), railcar (4), or oceangoing container. Carriers give discounts when handling several identical vehicle or container loads at the time, because they can be grouped for handling (5).

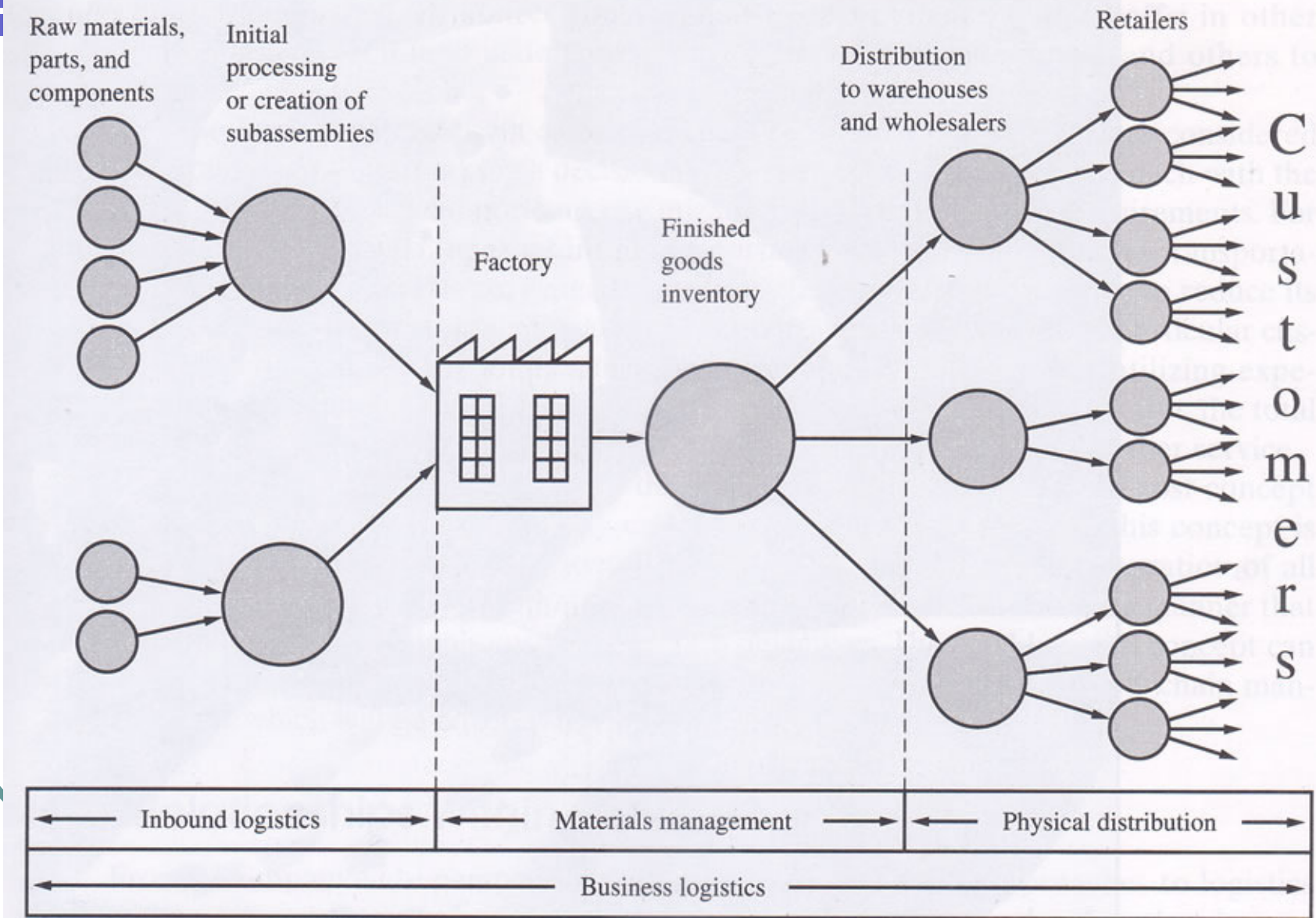




## Step 4

- Product is placed on display awaiting consumer purchase

# SUMMARY



# Wal-Mart 24/7/365

- Delivery
- Sorting
- Packing
- Distribution
- Buying
- Manufacturing
- Reordering
- Delivery
- Sorting
- Packaging
- .....

# Links

- [A Distribution Center](#)
- [Wal-Mart Distribution](#) Type “logistics” in Video Search, click on third video “Wal-Mart Distribution Centers”
- [Wal-Mart Sustainability](#) Type “logistics” in Video Search, click on second video “Sustainability”
- [Wal-Mart Logistics](#) Type “logistics” in Video Search, click on first video “Wal-Mart Logistics”