



SUNLITE MITRE 10

CASE STUDY

Getting the timing right

With the large varieties of products, no loading dock and no storeroom, Sunlite Mitre 10 in Pitt Street depends on deliveries arriving before the store fills with customers. "For most of the deliveries, I need to plan they arrive before 8am, specially the large loads," said Store Manager, Ching Ching. "We open at 7.30am and like to beat the morning office rush hours at 9am, so it's essential we receive the stock, put it on the shelves as early as possible and are ready to serve our customers."

The hardware retailer receives two larger deliveries of approximately five pallets from Mitre 10 headquarters every week and up to eight smaller deliveries from other suppliers each day.

Ching works closely with her suppliers to address the challenges involved in delivering from the kerb of the busy stretch of Pitt Street between Hunter Street and Martin Place. "Our couriers call when they are near so we know when to expect them. We can prepare one or two of our staff to help to unload if needed," Ching explained. Staff also sometimes need to take the orders to customers parked outside. Some other CBD orders are delivered by courier.

The store has a diverse customer profile, from the tradies lined up outside before the door opens to the "gentlemen in suits and ladies in high heels" crowding in at lunch time to buy their DIY project requirements. The recent construction boom has added several construction companies to the customer mix.

Knowing that orders will arrive early in the morning means Ching and her team can focus their attentions on excellent customer service and predict, with certainty, when particular items will be in stock. "If someone places a special order, I can tell them to come in at lunchtime on a particular day and know we'll have what they need."