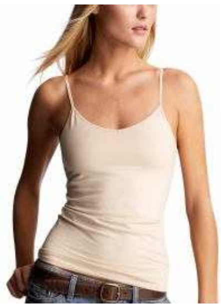
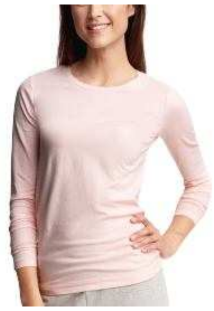
Assignment Profile	**GAP - EDC**	Jan-Jun 98
Role	Business Recovery Manager	

Value delivered

- **Recovered operation to within 110% of budget, from 150-160% of budget.**
- **Identified & implemented revision to monthly "New Line" launch process involving price ticketing and store pre-allocations, relieving constraint on standard lines activity.**
- **Doubled performance of mechanised sortation by restricting lines sorted, improving infeed and output support processes.**

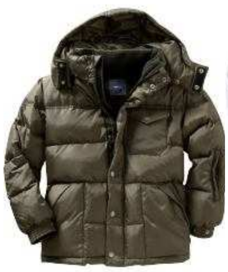
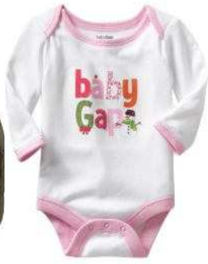
Project Profile

A recently established European Distribution Centre in Roosendaal, Netherlands was performing very poorly, with significant cost overruns and regular poor service. Mechanised sortation was proving a significant constraint to the operation.

Phase 1 Current State Assessment – Each month, up to 30% of the sales lines were changed, and store allocations were identified by merchandisers at point of despatch. Inbound from Far East allowed significant advance information. Sortation system was working at 3-4,000 items per hour against design capacity of 12,000. Products ranged from baby socks to "Puffa Jackets". Storage was a mix of boxed, sleeved and hanging garments. Distribution was by road to EU countries.

Phase 2 Future State Design – Detailed study identified several options to increase throughput and reduce costs. GAP & Exel mutually agreed the ultimate solutions to progress.

Phase 3 Delivery – Closer alignment of merchandisers to buyers allowed earlier allocation of "New Lines" to stores, such that allocations were built at intake, or after price tagging the launch quantities. Pick and sort process was changed to only accept product suitable for the sortation system being handled by it, and remaining lines being sequential order picked for merge at despatch. Price tagging product for secondary replenishment in limited batches greatly reduced the repetition previously experienced in this activity.



Client Profile

The GAP – formed in 1969 in San Francisco, by 1998 it had grown to approximately 200 stores in Europe. In 2008, store locations had changed, but the portfolio remained at 200, of 3,100 worldwide. Turnover in 2008 was $14.5 bn. Key brands include Gap and Old Navy with Gap segregated into mainstream, kids and baby. Gap aligns its' fashions to pop culture and casual wear, with specific roots in American design.
This project was conducted whilst employed by Exel.

GAP exel

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