

Godrej

Application Dossier

RETAIL

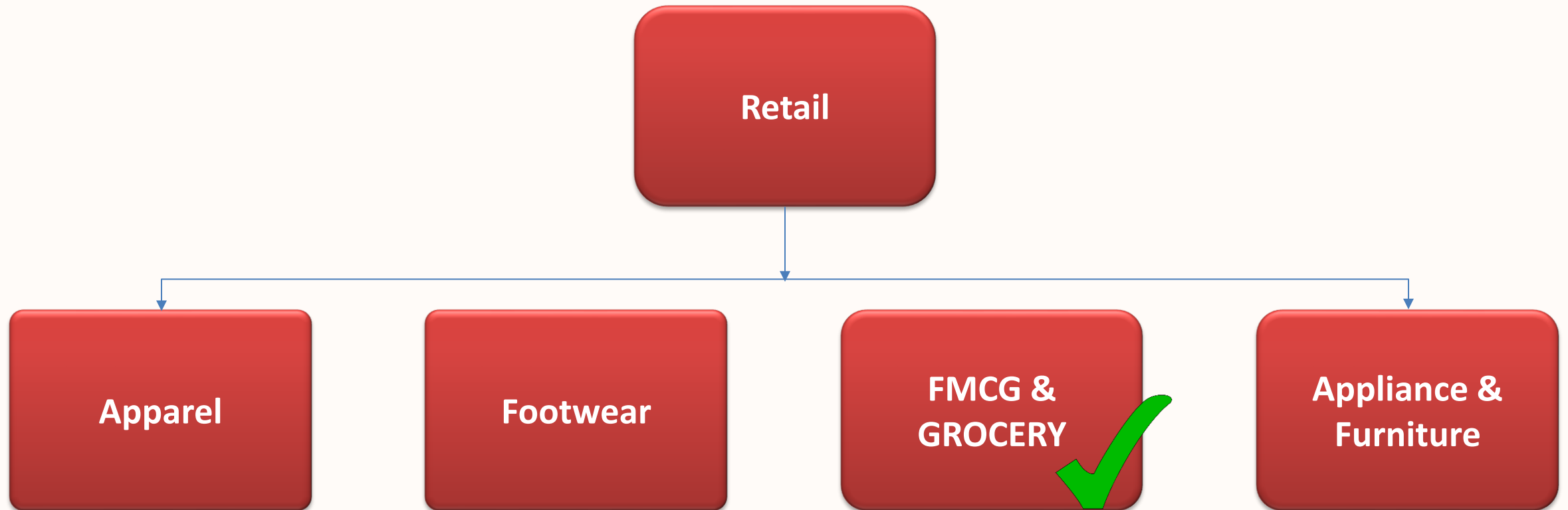


Introduction

- Retail is the process of selling consumer goods or services to customers through multiple channels of distribution to earn a profit.
- Retail involves the sale of goods from a single point (malls, markets, department stores etc.) directly to the consumer in small quantities for end use.
- The retailers purchase goods in bulk quantities (huge numbers) to be sold to the end-users either directly from the manufacturers or through a wholesaler.
- Ex distribution companies: **Reliance fresh, IKEA, Lifestyle, Home Centre..**



Sub-Segments

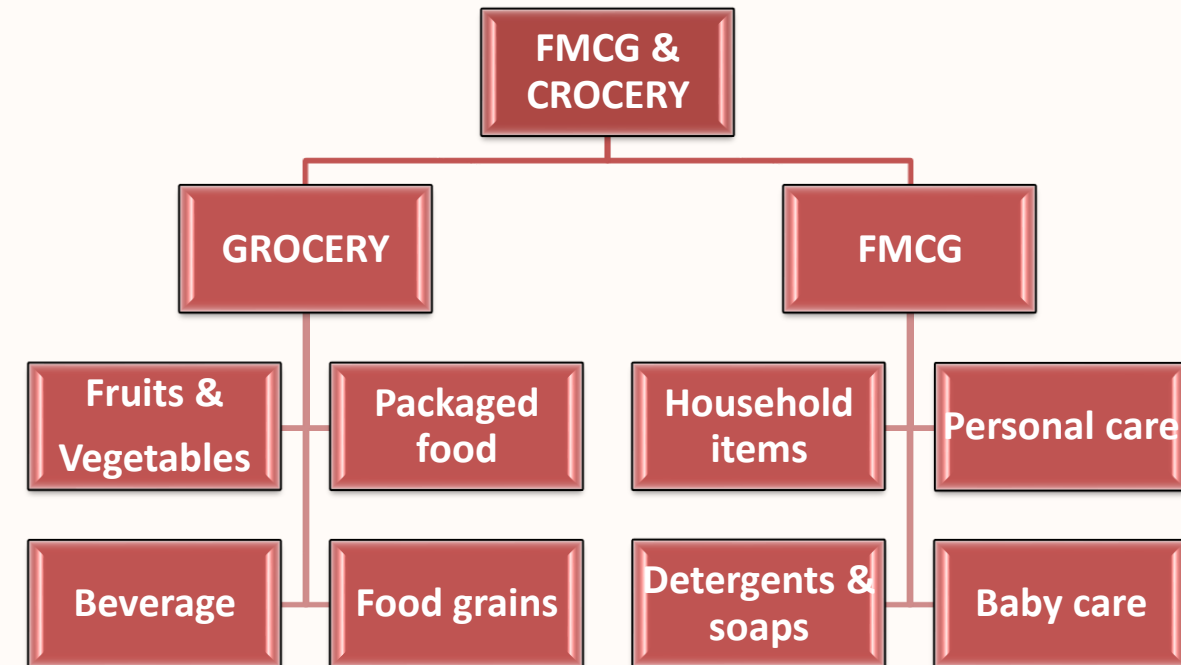




FMCG & GROCERY

FMCG & GROCERY

- Fast-moving consumer goods, also known as consumer packaged goods, are products that are sold quickly and at a relatively low cost. examples include non-durable household goods such as packaged foods, beverages, toiletries, candies, cosmetics, over-the-counter drugs, dry goods, and other consumables.
- Grocery retail general lines of food products, include food grains, canned foods, fresh fruits and vegetables.
- Ex companies: **Reliance fresh, Big-bazar..**



We Understand You

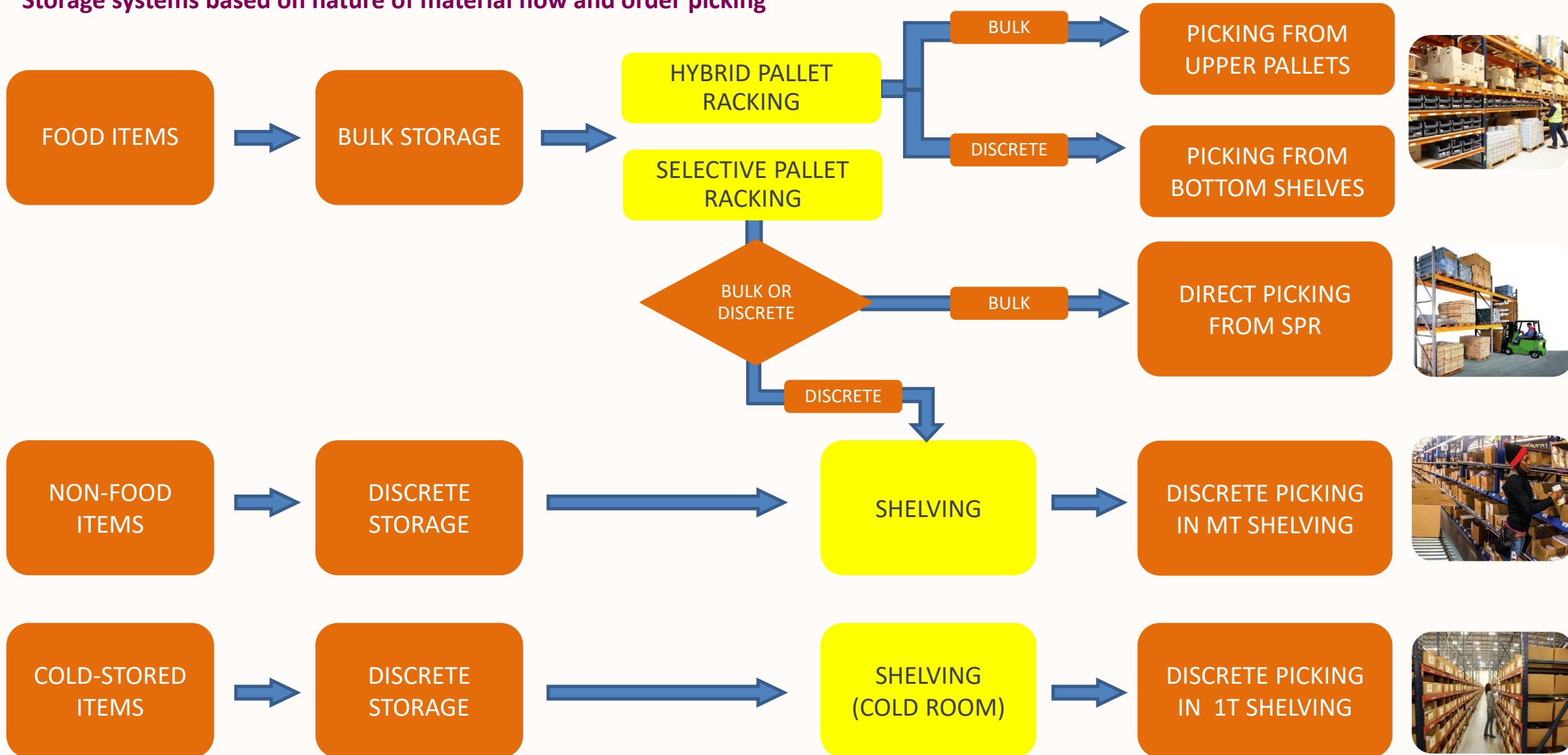
Challenges

- Multi commodity SKU storage & handling
- Vertical space utilization
- SKU damage during storage
- Maintaining clean & sterile storage environment
- Unutilized space due to FIFO dispatch of loose items

Our Value Proposition

- Configuration to address selective & dense
- High CBM utilization design
- Sharp edge free design
- Powder coated & easy to clean
- Hybrid racking to have 100% utilized levels

Storage systems based on nature of material flow and order picking



Application - 1

Bulk food items like rice, cereals..



Rice



Cereals



Atta



Household Items



Home & Kitchen



Edible Oil

Recommended Solutions by Godrej

Selective Pallet Racking System



- Items can be picked only as pallets or individual cartons using order picker
- If the order received for discrete quantity, provisions must be made for picking from separate shelving units
- Lesser no. of locations for discrete picking compared to hybrid racking
- Bulk replenishment of all levels in palletized form

Hybrid Pallet Racking System



- Items can be picked as pallets from upper levels and loose pieces can be picked from bottom levels
- If the order is received for discrete quantity, items are picked from the bottom shelving level in same system
- Higher number of locations for loose items compared to standard pallet racking
- Both bulk & discrete replenishment for fast throughput

Application - 2

Discrete Non-food Items Like Baby Care, Personal Care



PERSONAL CARE PRODUCTS



BAKERY PRODUCTS



BOTTLED ITEMS



BABY CARE ITEMS

Recommended Solutions by Godrej

Long span shelving



- Higher flexibility to create locations in a level due to longer span using dividers
- Suitable for relatively bulk items
- Span ranges from 2m to 3m wide.

Short span or Boltless shelving



- Due to shorter span, more locations are created in the same storage space
- Higher cubic space utilization due to sleek loading levels
- First level can be made as step-on decking
- Span ranges from 0.9m to 1.3m wide.

Application - 3

Cold Stored Items Like Chocolate, Dairy Products



FRUITS & VEGETABLES



CHOCOLATES



DAIRY PRODUCTS

Recommended Solutions by Godrej

Boltless shelving system



- Due to shorter span, more locations are created in the same storage space
- 30% to 50% more floor space than mobile shelving due to individual aisle for each row
- Each row is fixed with dedicated aisle enhancing air circulation
- Span ranges from 0.9m to 1.3m wide
- Possibility of having multi-picks at the same time

Long span shelving system



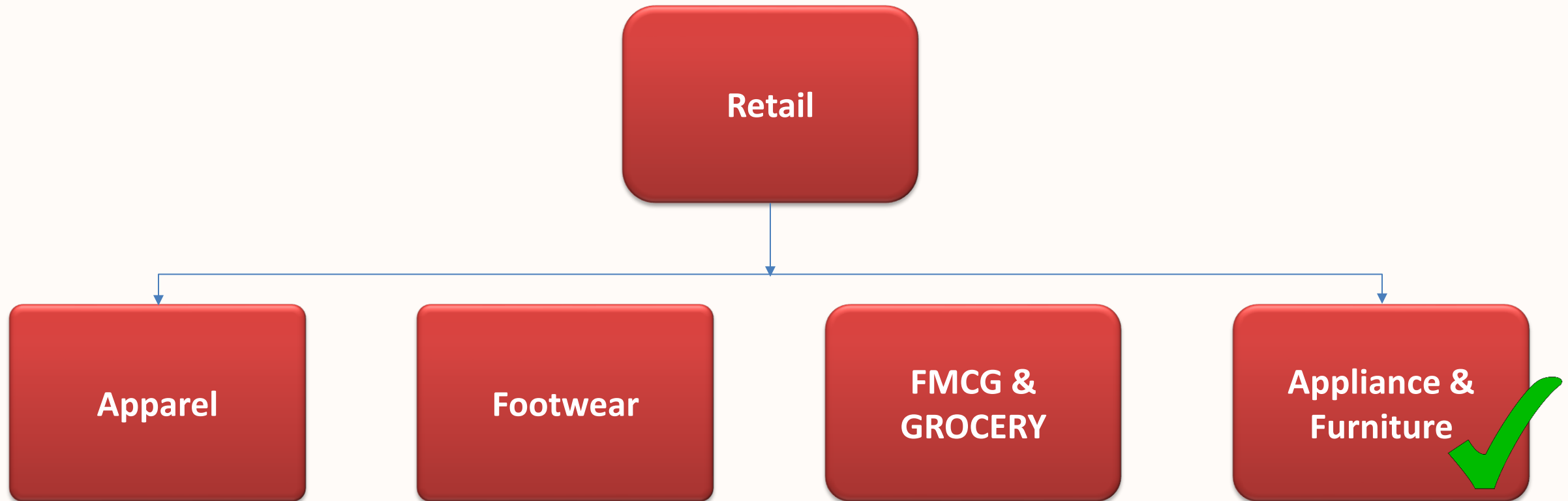
- Higher flexibility to create locations in a level due to longer span using dividers
- Can be expanded vertically with MT option up to 12 meters
- Option for mesh decking and cladding for enhancing ventilation inside cold room
- Span ranges from 1.5m to 2.6m wide
- Multi variety option for walkway with perforations

Mobile shelving system



- Less floor space in controlled environment
- Vertical space utilization with double deck(G+1) mobile system
- Each row can be adjusted with equal space to have proper ventilation
- Span with 0.9m to 3m wide
- Restricted entry
- Possible to provide 4m 1T mobile system

Sub-Segments



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FURNITURE INDUSTRY

Furniture Industry

- Furniture industry, all the companies and activities involved in the design, manufacture, distribution, and sale of functional and decorative objects of household equipment.
- Earlier furniture making was a handicraft, going back to the most ancient civilizations. Modern methods of furniture construction are largely based on the availability of man-made materials such as reliable plywood, laminated board, chipboard, and hardboard as distinct from natural solid wood.
- Two technologies important to furniture making are storage and transport. The space taken up by furniture in relation to the actual material used in its construction is disproportionately large; when furniture is mass-produced an enormous amount of storage space is required.
- Ex distribution companies: **IKEA, Lifestyle, Home Centre..**

- Furniture products like
 - Kitchen
 - Living & Bedroom
 - Bathroom
 - Outdoor



We Understand You

Challenges

- Multi-commodity products
- Storage & handling of odd sized products
- Lesser vertical height utilization due to ground storage
- Comply with national regulations
- Environmental commitment

Our Value Proposition

- Configurations to address selective & dense storage
- Proven solutions for furniture storage
- Storage system to accommodate high CBM utilization
- Integrated sprinkler design
- Lead free & RoHS compliant

Application - 1

Table & Chair Storage In Furniture Distribution Centre



Chairs



Recommended Solutions by Godrej

High-rise shelving with order picker



- Each level in a bay can have different variety of products
- Bar coding to ease inventory counting
- Loading & unloading of SKU is by order picker for discrete picking, hence throughput is comparatively higher for dispatches
- Up to 18 meters

Multi-tier mezzanine



- Variety is only possible at a batch of products
- Inventory count to be done manually
- Highly people dependent as storage and retrieval is manual. But throughput can be increased by using equipments like VRC, conveyors, etc.
- Stackability of SKU will improve the CBM utilization
- Up to 15 meters

Application - 2

Pillow Storage In Furniture Distribution Centre



Pillows



Recommended Solutions by Godrej

High-rise shelving with order picker



- Each level in a bay can have different variety of products
- Bar coding to ease inventory counting
- Loading & unloading of SKU is by order picker for discrete picking, hence throughput is comparatively higher for dispatches
- Higher than pallet racking solution due to lesser aisle width
- Up to 18 meters

Hybrid pallet racking



- Each level in a bay can have different variety of products
- Bar coding/floor marking to ease inventory counting
- Loading & unloading of SKU is manual for discrete picking and by MHE for palletized loads, hence throughput is higher for bulk & moderate for discrete dispatches.
- Lesser than high-rise shelving due to wider aisle width, can be improved with AFT option
- Up to 18 meters

Application - 3

Sofa Storage In Furniture Distribution Centre



Sofa



Recommended Solutions by Godrej

Selective pallet racking + VNA



- Each level in a bay can have different variety of SOFA
- 100% selectivity
- Loading & unloading of SKU is by MHE for put away & picking, hence throughput is higher.
- Bar coding stickering to ease inventory counting
- Up to 18 meters

Cantilever racking + Order picker



- Each level in a bay can have different variety of SOFA
- 100% selectivity
- Loading & unloading of SKU is by order picker for put away & picking, hence throughput is comparatively higher.
- Bar coding stickering to ease inventory counting
- Upto 8 m



Multi-tier mezzanine



- Variety is only possible at a batch of products since batch storage is effective
- FIFO is only possible at a batch of pallets
- Highly people dependent as storage and retrieval is manual. But throughput can be increased by using equipment's like VRC,.
- Only manual counting of inventory
- Up to 15 meters

Application - 4

Mattress Storage In Furniture Distribution Centre



Mattress



Recommended Solutions by Godrej

Selective pallet racking Horizontal stacking



- Mattress are stored with horizontal stacking on a base pallet
- Mattress can be retrieved in bulk and picked independently
- Suitable for bulk dispatches
- Easy to handle & store
- High throughput

Heavy duty shelving Vertical stacking



- Mattress are stored in vertical orientation
- Mattress can be retrieved independently
- Suitable for discrete dispatches
- Difficult to handle & store manually
- Low throughput

Application - 5

Knockdown Storage In Furniture Distribution Centre



Furniture in knockdown



Recommended Solutions by Godrej

Selective pallet racking



- Each level can have different types of products as they are independently retrieved
- 100% selectivity with FIFO
- Handling of pallet is by MHE hence throughput is comparatively higher for bulk dispatch
- Bar coding to ease inventory counting
- Up to 18 metres height

High-rise shelving with order picker



- Each level in a bay can have different variety of products
- Batch wise FIFO with each level dedicated for a variety
- Loading & unloading of SKU is by order picker for discrete picking, hence throughput is comparatively higher for dispatches
- Bar coding to ease inventory counting
- Up to 18 meters height



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