

## DEVELOPING A BEAUTIFUL LOGISTICS SOLUTION – February 2009

Gideon Hillman Consulting has been working with the Urban Retreat group of Companies, the luxury hair, beauty and spa specialists, to develop and deliver an improved and reduced cost warehouse and distribution strategy for their own brand products and their online e-commerce site, Beautique.com.

The project focus included the distribution of Urban Retreat products to retail outlets which include, Urban Retreat Beauty Salons, QVC shopping Channel, Boots the Chemist and Beautique.com, the world's premier beauty and hair website.



In addition there was considerable focus on the Beautique.com storage, picking and despatch operation for all beauty brands including the Urban Retreat Products.



*“Working with Gideon Hillman Consulting has been very straightforward with an effective and practical approach that sets us on the road to achieving our key Supply Chain objectives,” says Urban Retreat Ventures Managing Director Mark Blair “ Once implemented we expect their strategy and recommendations to yield considerable benefit”.*

Gideon Hillman Consulting, which recently achieved ISO 9001:2000 quality standard accreditation for the provision of Specialist Supply Chain Consultancy, provides companies operating in all major industry sectors throughout the UK and Europe with a range of expertise to improve operations and reduce costs.

*Managing Director Gideon Hillman MILT MIBC comments: “There is a genuine culture within Urban Retreat for continuous process and operational improvement within their supply chain. Working in partnership with their management team we have been able to identify real improvements for the business operation.”*