



CASE STUDY

Scaling Seamlessly: Powering
TACH's UK and European Expansion



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Client problem

TACH were preparing to expand into the UK and European markets and required a fulfilment partner that could support international growth.



This included secure warehousing, the ability to receive containerised stock shipments from overseas and a reliable fulfilment operation capable of accurately picking, packing and dispatching ecommerce orders to customers.

As a growing brand, TACH needed confidence that their fulfilment operation would scale in line with demand while maintaining a consistent customer experience.



How Dawleys Helped

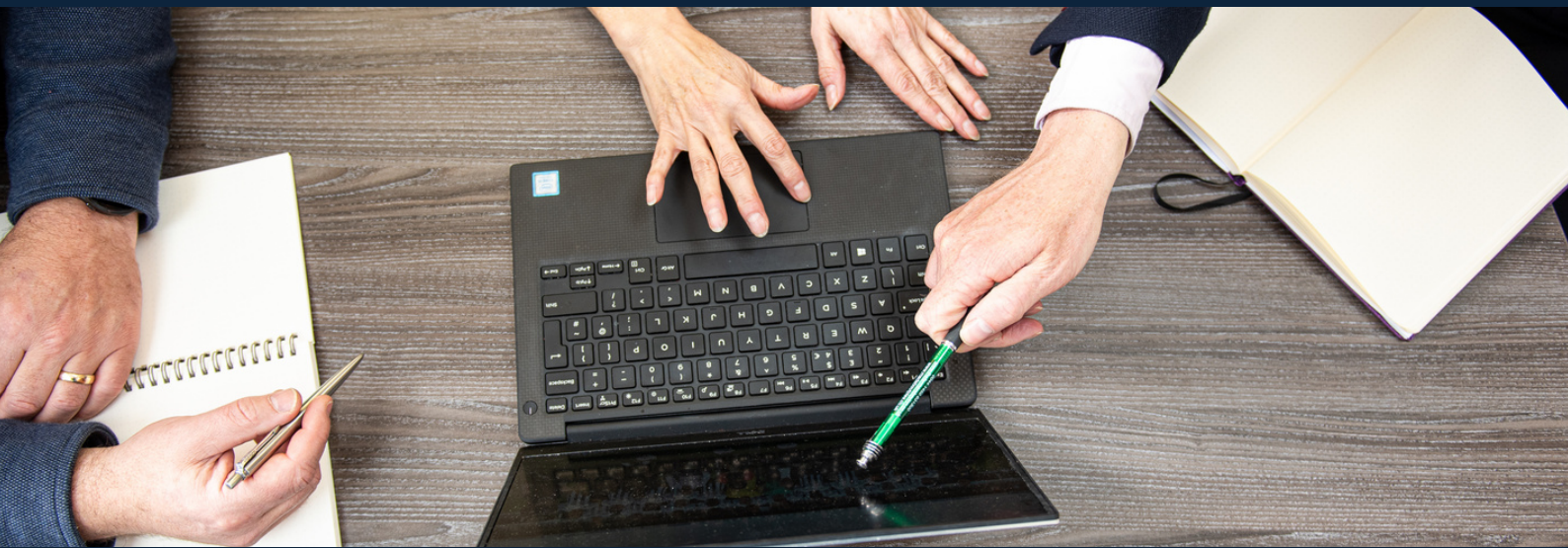
Dawleys partnered with TACH to deliver a flexible fulfilment solution designed to support both UK and European orders. From receiving inbound container shipments and managing stock, through to daily order fulfilment and returns, we provide an end-to-end service that allowed TACH to focus on market growth rather than operational complexity.



Our infrastructure, systems and experienced team enabled TACH to establish a strong fulfilment base that could adapt as their international footprint evolved.

Pre Go Live Planning

We worked closely with the TACH team ahead of launch to review inbound logistics, stock configuration and fulfilment workflows.



By identifying and resolving potential challenges early, including container reception and stock handling, we ensured a smooth and controlled go-live aligned with agreed timescales.

Systems Integration

TACH provided API access and store details, enabling seamless integration between their ecommerce platform and Dawleys' warehouse management system.



Multiple testing phases were completed to ensure accurate order processing, stock visibility and reporting.

Courier Solutions

To support fast and reliable delivery, Dawleys worked with established courier partners to provide efficient shipping options.



This ensured customers received their orders quickly while supporting a consistent experience.

Managing Stock

Dawleys took responsibility for ongoing stock management, coordinating inbound deliveries, maintaining accurate stock records and providing full visibility of inventory movements to support international demand.



Results

Since partnering with Dawleys, TACH has successfully expanded into new markets with a steady flow of ecommerce orders. We have scaled operations alongside their growth while meeting agreed performance targets. Order turnaround times improved whilst supporting customer satisfaction.

HERE'S WHAT WE ACHIEVED

- Stock In: 100% accuracy
- B2C Orders: Same-day dispatch (by 1 PM)
- Pick pack Accuracy: 100%



In Summary

As TACH grew into new markets, Dawleys delivered reliable ecommerce fulfilment, stock management and operational support. This enabled TACH to focus on growing the brand, confident that fulfilment was being handled smoothly behind the scenes.



By putting the right structure and processes in place early, we've helped create a scalable foundation that supports ongoing international growth and gives confidence that fulfilment is in safe hands as the business continues to evolve.

Thank You!





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