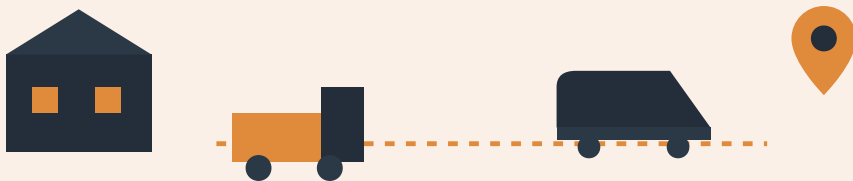


SUPPLY CHAIN MANAGEMENT

Supply Chain Management Case Study: Zero Stockouts, 19% Lower Freight Cost

Client: Coastal Living Supply* **Industry:** Outdoor & Patio Accessories **Engagement:** 2 peak seasons (9 months)



Supply chain management illustration showing a warehouse, truck, and cargo ship connected by a logistics route representing Originem Ventures' supply chain solutions

The Client: A Seasonal Outdoor & Patio Brand

CLIENT SNAPSHOT

Coastal Living Supply sells outdoor and patio accessories across 12 SKUs, with pronounced seasonal demand spikes in Q2 and Q4 that had repeatedly outpaced their inventory planning.

Reactive reordering and last-minute freight bookings meant the client was routinely paying premium rates while still running out of stock during their two most important selling windows.

The Challenge: Reactive Planning, Recurring Stockouts

Inventory planning was reactive rather than proactive — reorders were placed only after stock ran low, freight was booked at premium last-minute rates to compensate, and stockouts during peak demand periods meant lost sales and ranking drops that took weeks to recover from.

Metric	Before Engagement
Average freight cost / unit	\$3.42

Stockout days (avg. per peak season)	17 days
Reorder trigger method	Reactive (low-stock alert only)
Excess inventory / storage fees	Elevated, uneven distribution

Our Supply Chain Management Approach

Phase 1 — Demand Forecasting

Built a demand-forecasting model tied to sales velocity and historical seasonality for each of the 12 SKUs.

Phase 2 — Freight Renegotiation

Renegotiated freight forwarding terms and consolidated shipments to reduce per-unit freight cost and avoid last-minute premium bookings.

Phase 3 — Reorder Triggers

Set SKU-specific reorder trigger points with calculated buffer stock, replacing the reactive low-stock alert system.

Phase 4 — Inventory Balancing

Rebalanced inventory placement across FBA and a domestic overflow warehouse to reduce storage fees while maintaining stockout protection.

“We used to dread Q4 because we knew we'd run out of something. This was the first peak season in three years we didn't lose a single day of stock on our top sellers.

— OPERATIONS DIRECTOR, OUTDOOR & PATIO BRAND

The Results: Predictable, Stockout-Free Peak Seasons

19%

REDUCTION IN FREIGHT COST/
UNIT

0 DAYS

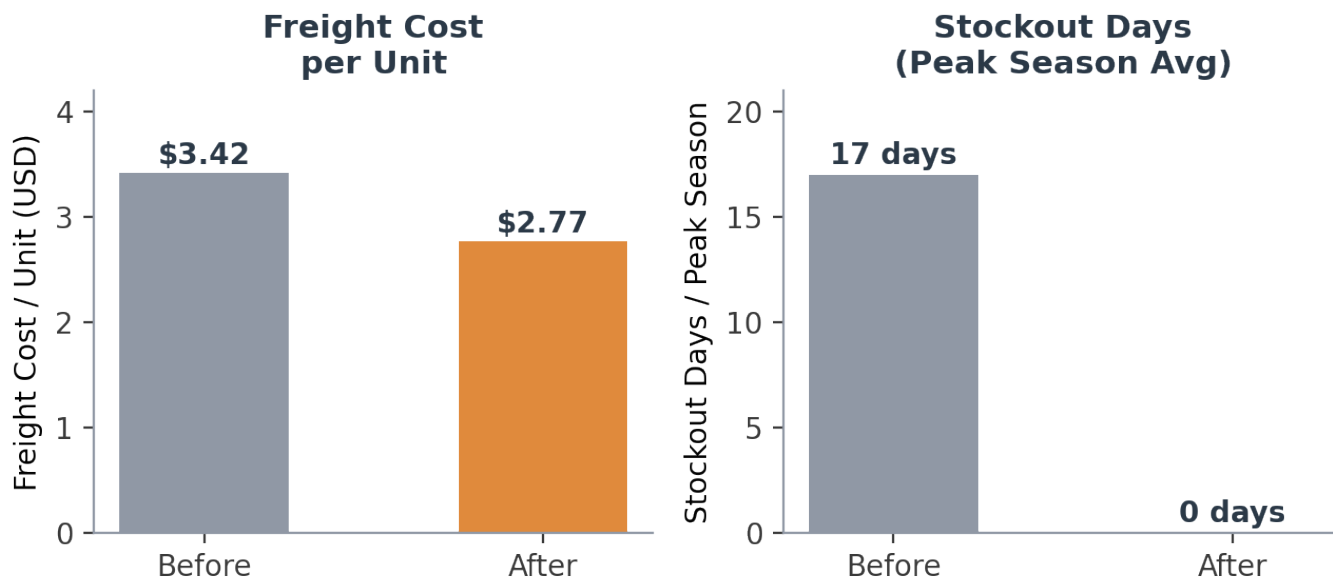
STOCKOUTS — 2 PEAK SEASONS

14%

REDUCTION IN STORAGE FEES

6 WEEKS

REORDER LEAD-TIME VISIBILITY



Freight cost per unit dropped from \$3.42 to \$2.77, and the client went from an average of 17 stockout days per peak season to zero across two consecutive peak seasons, while also reducing excess storage fees by 14%. This forecast-driven approach to supply chain management underpins how we support FBA and 3PL inventory planning for multi-SKU sellers.

CONCLUSION

Moving from reactive to forecast-driven inventory planning gave Coastal Living Supply its first stockout-free peak season in three years — turning what had been a recurring, costly fire drill into a predictable, well-managed operation.

RELATED SERVICES & KEYWORDS

Supply Chain Management

Freight Forwarding & Logistics

Demand Forecasting

Inventory Planning

FBA & 3PL Warehouse Management

Peak Season Stockout Prevention

Landed Cost Optimization

Ready for a Stockout-Free Peak Season?

Originem Ventures builds demand-forecasting and logistics systems that keep your inventory balanced, your freight costs down, and your bestsellers in stock.

[Optimize Your Supply Chain →](#)

Illustrative portfolio case study prepared by Originem Ventures LLC. Client identity anonymized/composited for confidentiality. Figures reflect representative engagement outcomes.