

An agile supply chain partner supports sales growth for MorriSofa



慕容沙发
MorriSofa



MorriSofa is one of the largest motion furniture manufacturers in the world.

Customer Overview

Its ergonomically designed sofas, armchairs and footstools are manufactured in China before being distributed from its base in North Carolina, USA. MorriSofa has specialised in OEM (original equipment manufacturing) design for more than two decades, making it a global home furnishings powerhouse.

Demand for its products is high and, with its UK warehouse located in the difficult-to-reach town of Barrow, Cumbria, the company needed expert support to ensure every single delivery was executed perfectly

The backdrop

After taking initial steps to implement a WMS and focus on the immediate delivery requirement, ASCG worked with MorriSofa and DFS to create a system that would combine inventory control with order management and an introduce a smooth end to end process.

With six new ranges coming to market and the need to implement new Covid-secure delivery measures, MorriSofa required a professional and proven logistics partner



**MorriSofa
appointed ASCG
in August 2019,
with an urgent
requirement to
deliver showroom
models to 91 DFS
stores across the
UK and Ireland.**

The Challenge

A major challenge presented to ASCG was the physical location of the MorriSofa warehouse, in Barrow, Cumbria and its traffic flows and limited access.

During 2020 new challenges were presented by the huge volatility in the inbound container market from Asia, with delays and unpredictable shipping costs causing uncertainty in the supply chain.

Simultaneously, restrictions around safe delivery processes have made delivery of product into homes more time consuming.

Additionally, as customer forecasts are based on both online sales and in-store purchases, this affected the ability to accurately forecast due to a delay in logging in-store orders. These factors combined to create an uncertain sales landscape, requiring utmost flexibility to navigate successfully.

To follow



The outcomes

ASCG supported MorriSofa with the implementation of a new warehouse facility to support planned growth. A dedicated account manager was tasked with creating a system that would make stock management and delivery as simple as possible, with trailer parking at Barrow planned and executed and loading operations reviewed to reduce lag time between booking and delivery.

In July 2020, ASCG delivered the 1,000th customer order to DFS CDC - the 5,000th order was delivered just three months later, in September 2020.

By October, ASCG was supporting MorriSofa with further improvements to warehouse efficiencies, setting a target of a 72 hour window between booking and loading - a reduction of +50% on the previous average lag time.

ASCG supported MorriSofa throughout the busy festive deliveries period, with volumes in January 2021 operating at a 30 per cent week on week increase following new year sales.

To follow

