

## E-Commerce: The NOSTA Group as Competent Fulfilment Partner

The NOSTA Group provides sophisticated and flexible e-commerce logistics solutions and complex IT services. The full-service logistics provider offers professional service packages for all aspects of online trade, which can be arranged as suited to the customer: From steering incoming transports and warehousing to order management and implementing interfaces as well as complete dispatch processing to B2B or B2C customers.

### E-commerce is Booming

Our trade landscape is undergoing change. While stationary inner city retailers are experiencing declining sales and customer numbers, the use of interactive online and mail order business in Germany is enjoying ever-increasing popularity among consumers. Gross sales of goods in e-commerce increased from 72.6 billion euros to 83.3 billion euros in 2020. This is an increase of 14.6 percent compared with 2019, representing growth of 3.3 percent compared with the average for the previous three years. As a recent e-commerce consumer study by the German E-Commerce and Distance Selling Trade Association (Bevh) shows, online shopping increased significantly in 2020, particularly in the wake of the coronavirus pandemic. According to the study, more than one in eight euros of household spending on goods was spent on e-commerce. However, the e-commerce boom not only offers consumers key advantages, such as uncomplicated, relaxed shopping: Traders also profit from varied distribution channels, comprehensive marketing possibilities and innovative distribution strategies online.



### Success Requires a Plan

In order to compete in the fiercely competitive e-commerce business, online retailers should be specially prepared for the consumption habits and the needs of their customers. Not only the range and structure of their online shop should be tailored to the needs of the customers, the goods management and logistics processes following in the ordering process always need to be strategically planned and efficiently organised. This is where the NOSTA Group experts come in. "We determine holistic e-commerce processes together with our customers, which are individually tailored to the requirements of our customers and their online shop structures," Nicolas Gallenkamp, Managing Partner of the NOSTA Holding GmbH, explains. "In this way, we create a basis on which we can continuously build our business relationship." With the takeover of an e-commerce business at its office in Ladbergen at the beginning of 2017, the company demonstrated how such a successful customer project can look in practice.

### Speed and Flexibility

"At the start of December, we held preliminary talks with a customer from the home textiles industry, which was looking for an efficient solution to outsource the ordering and logistics processes of its online shop," says Benjamin Jansson, COO of the subsidiary NOSTA eCommerce GmbH, which specializes in e-commerce fulfillment, among other things. As implementation manager, he was significantly involved in the project at that time. We quickly came to a contractual agreement with the customer and began to implement the agreed measures. Only three weeks after the

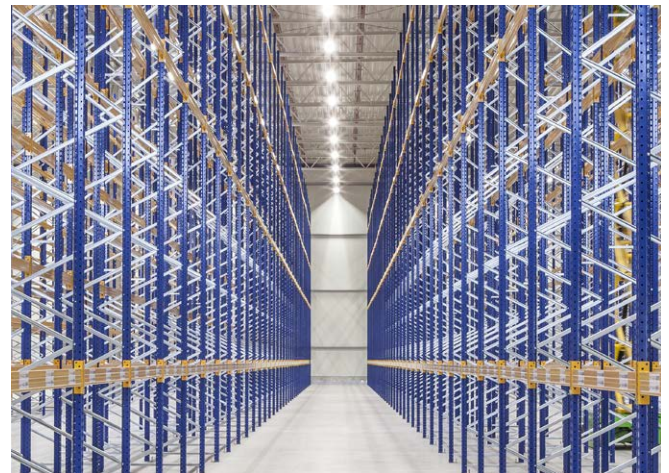
contract was signed, the first products were stored in the warehouse of the family-run logistics company. In this time, the project team under Frank Werner, Head of Contract Logistics, and Frank Müller, Head of Business Unit Warehousing, industriously took care of preparations in situ. For example, the pallet locations were created in the designated storage area of the 10,000 m<sup>2</sup> high-bay warehouse in accordance with the planned layout and the interfaces between the warehouse management system PSI and the Magento e-commerce software were prepared in the IT area. Stock installation at the storage location was then completed in the middle of January. Due to structured planning, the NOSTA Group employees needed only two days to sort all products by type, the product range was entered into the PSI system according to EAN Code 13, specifications and dispatch processing could begin. "Flexibility, short decision-making processes and fast implementation according to our customer's wishes are just some of the strengths of our company," states Frank Werner. "Once again, we demonstrated our expertise in carrying out this customer project."

## Smart Logistics through E-Commerce Fulfilment

Where fulfilment is concerned, the NOSTA Group assumes responsibility for handling international inbound transports, goods receipt handling, quality and order management, warehousing, order picking, packaging management and the control of dispatch to B2B and B2C end customers for the home textile industry clients mentioned. In addition, a variety of value added services such as packaging and labelling are carried out for the customer. In order to ensure the



fastest possible and trouble-free processing of online orders, EAN code 13 is used for warehouse management. Another important NOSTA Group service component is interface implementation. Due to a direct connection to the customer's online shops via their own plug-in, orders can



be recorded in real time, processed automatically and dispatched on the same day as order placement. The logistics provider's IT system thus becomes the central data hub for communication with the online shop and connected third-party systems. Our intelligent IT-solutions allow the customers to focus completely on their core competencies. For example, they can concentrate on marketing their products or broadening their product range while we take care of the entire e-fulfilment. We implement all processes before and after the order click, in the interests of maximum service.

## Grow in the Long-Term with the NOSTA Group

With a positive ordering experience, online retailers can increase customer satisfaction and gain new customers. Furthermore, if you understand your customers' needs, offer a range of delivery options, provide clear shipping communication and seamless ordering processes, you are one step ahead of your competitors and ready to expand your e-commerce activities. Professional storage and transport solutions are important for long-term growth, which not only minimise costs, but also consider customer preferences and prevent returns. With the NOSTA Group as a fulfilment partner, up-and-coming online retailers will meet

# NOSTA Case Study

these requirements. In addition to comprehensive process know-how, the team offers professional project management and individual, personal support. The owner-run company with headquarters in Osnabrueck also has over 40 years of experience in national and international land transport, air and sea freight, warehousing, contract logistics, time-critical transports as well as value added services and as a full-service provider, offers the full spectrum of innovative services.

The company more than 40 worldwide, which currently employ approximately 800 people. The logistics specialist offers modern warehousing on a total of over 250,000 square metres. We look forward to helping our clients and their brand grow with our bespoke solutions and to providing them with reliable, innovative e-commerce services.



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## NOSTA Group:

More than 800 employees. Over 40 branches worldwide. On the road successfully for more than 40 years in the world of logistics. The NOSTA Group is an international, family-run logistics service provider consisting of the NOSTA Holding GmbH (carriage of goods by all modes of transport, warehousing, contract logistics) and the NOGA GmbH (production of individual load carriers). Apart from optimum planning and carrying out our logistics processes, our company also concentrates on developing individual industry solutions and future-oriented concepts. Quality, dependability and practiced customer-focus are always at the centre of our activities.