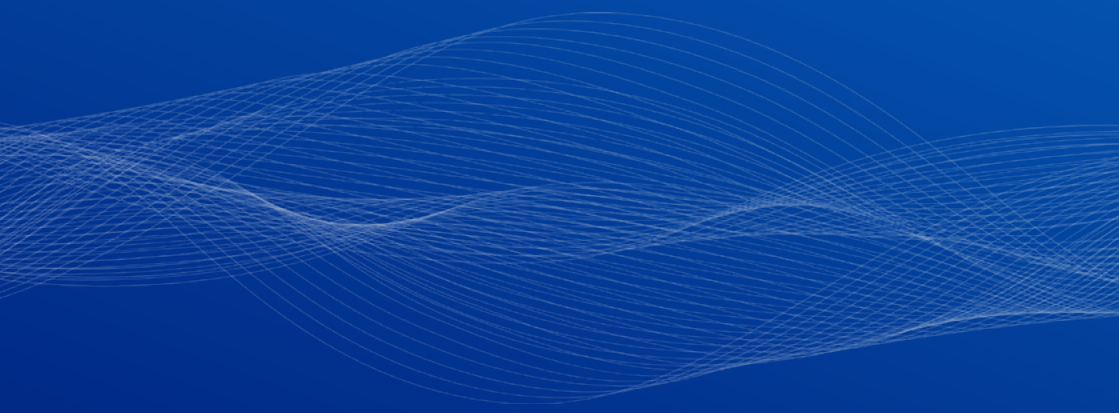




# **Luxury Goods Global Shipping Solution**

CASE STUDY



When a leader of international hotel providers came to WTA looking to ship a range of luxury backpacks, WTA was able to develop a bespoke solution to meet their needs. With requirements to ship these goods from China to a range of 23 different hotels around the globe, WTA's extensive knowledge of customs, import regulations and international logistics allowed us to ship the client's luxury goods to their intended destinations as efficiently as possible.



### **About the Client**

As a leading Hotel Provider for many of the world's most iconic 5 Star Hotels, the client had a unique set of needs and challenges. Operating internationally and on a large scale, the client needed to ship their goods around the globe reliably, securely, and above all, cost-efficiently. The client began the hunt for an international logistics provider that was up for the challenge, who was able to provide a reliable shipment and a first-class service.



## The Challenge

When the client came to WTA Group for assistance, they had a very particular goal. Having had specially commissioned backpacks made by a well-known fashion designer, they now needed to transport these luxury goods from China to use in 23 of their most iconic hotels around the world. For such a large job, they needed to know that their goods would arrive on time and in accordance with their budget, and WTA was pleased to offer our expert assistance.



## How we helped

Putting our century of international logistics experience to action, WTA was able to implement a streamlined approach to the clients' needs. We transported their goods to their intended destination with maximum productivity, providing them with a solution for their distribution and customs requirements. Adapting and evolving our bespoke solution as we progressed, we were able to achieve the client's objectives, ensuring that the strain and worry of global logistics fell on us, not on them.



## How did we do it

After approaching us 2 months before needing to ship these luxury backpacks, the client advised us on the specific details and breakdown for each hotel we would be shipping to. Clear communication was essential to the success of our endeavour, so open and consistent lines of dialogue were set up in order for us to work hand-in-hand with our client.

WTA established ties with appropriate in-country contacts and had WTA China liaise directly with the client's manufacturer to organise the collection and transport of all backpacks. Transporting all to WTA's local warehouse facility, the backpacks were broken down in accordance with the client's delivery instructions.

Using our network of best-in-class carriers, we then booked the best possible route for each delivery, using a combination of sea freight as well as courier services to get the backpacks to their final destinations.

To ensure the client had a streamlined shipment, WTA handled all of the paperwork and customs necessities, applying our overseas offices and agents to ensure the correct import licenses were in place. Additionally, during shipment, WTA upon request swiftly acted to intercept a delivery destined for the USA, removing some backpacks and rearranging delivery from the US to a further 15 global hotels.

From start to finish, WTA constantly informed the client of the progress of each shipment. This allowed us to take immediate action when required and resulted in a successful delivery for the client.



### **How does this help you?**

At WTA, our global logistics experts use their industry-specific experience to give you the best possible results. Your business and your goals are put first, and our total transparency ensures you are 100% informed of your delivery progress at all times. Through our dedication to you and our bespoke solutions, we can give you a significant return on your investments.

We work hand-in-hand with your team, developing a logistical solution that is a perfect fit for your needs. Would you like to learn more about how WTA can help you to ship your products with optimal effectiveness and efficiency? If so, you can learn more about our media speciality here, or request a quote with one of our experts today.



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