

THE SUPPLY CHAIN BEHIND **BLACK FRIDAY**

PRODUCT DEVELOPMENT

9 MONTHS BEFORE [SEPT 2017-MAY2018]

Buyer contracts negotiated, pricing confirmed & supply chain strategy begins to form.



Sales and marketing strategies developed & initial **orders placed**.



Product development begins. Sourcing and manufacturing commence. Sales, marketing & supply chain processes commence.



MANUFACTURING & FREIGHT FORWARDING

3 Months [June 2018 - August 2018]
Lead times dictate placing of orders with manufacturers.



2 Weeks [Sept 2018]
Freight forwarding book ships based on estimates of when products will be ready.



2 Weeks [Oct 2018]
Shipping documents submitted to ocean carrier. Inland arrangements made.



OCEAN TRANSIT & CUSTOMS BROKERAGE

1-5 Days [Oct 2018]
Goods are delivered to port of origin. Containers loaded on ship.



5-10 Days [Oct 2018]
Ship sets sail to South Africa. Customs broker completes required documents.

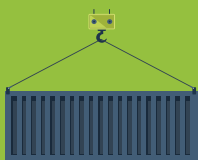


5-10 Days [Oct 2018]
Customs clearance allows goods into SA. Ship arrives at destination port.



PORT & CUSTOMS DELAYS

2 Days [Early Nov 2018]
Containers unloaded.



3 Days [Early Nov 2018]
Random selection of shipment for inspection
*Distribution schedules adjusted.



2 Days [Mid Nov 2018]
Goods released. Containers picked up by truck.



DOMESTIC TRANSPORT, WAREHOUSING DISTRIBUTION

1 Day [Mid Nov 2018]
Inbound container delivered to warehouse.



1 Day [Mid Nov 2018]
Goods picked & packed in warehouse.



1-5 Days [Mid to late Nov 2018]
Local transportation to retailers.



BLACK FRIDAY!

2 - 3 Days [Late Nov 2018]
Retailers stock shelves in preparation for the big day.



23 Nov 2018 00:01
Shop! Shop! Shop!
Online deliveries scheduled