

4FLOW

Are your warehouses ready for the holidays?

How consumer goods producers can prepare for the seasonal inventory build



The holiday capacity challenge starts before peak sales

49%

of consumers start planning peak-season purchases before November¹

50%

of consumer products companies plan to rationalize SKUs²

Only 19%

Of surveyed executives are confident they can scale operations for peak season³

Peak demand is still ahead. Warehouses are already being filled.

What happens as seasonal production ramps up?



Finished goods inventory builds

Products enter the network before peak retail demand



Warehouse capacity tightens

Seasonal stock occupies capacity ahead of sell-through



Operational flexibility decreases

Product and regional demand can shift before the peak



Cost and service come under pressure

Last-minute demand changes can increase cost and fulfillment risk



The strategic question

Is seasonal inventory positioned to meet demand without overloading your warehouse network?

What producers need to protect this peak season



Product availability

as retailer demand accelerates



Warehouse capacity

as finished goods inventory builds



Service levels

across retail distribution



Margins

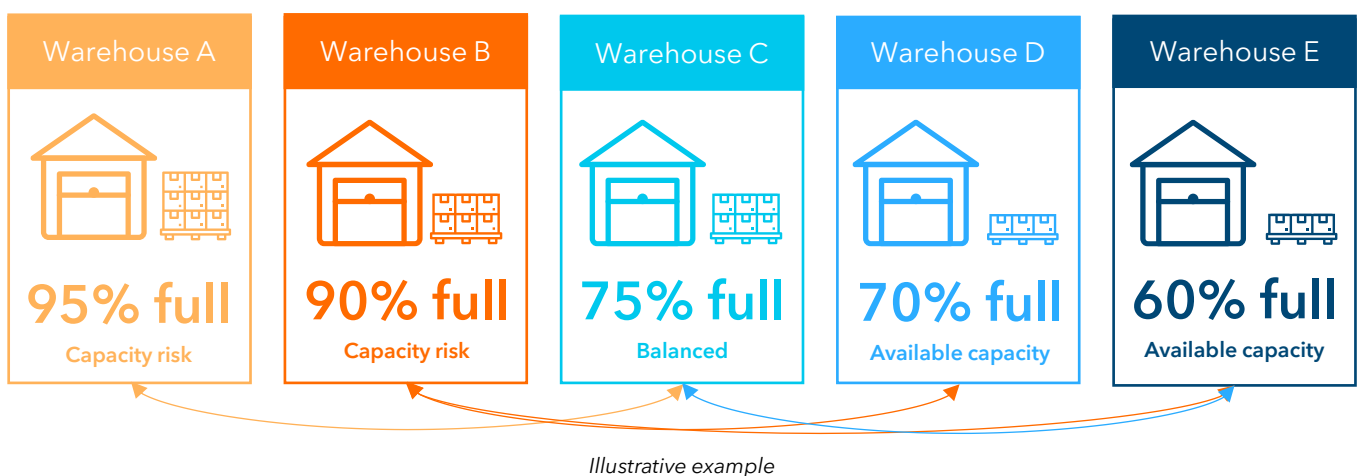
by avoiding costly last-minute capacity decisions

Your network may have capacity – just not where you need it

Turn seasonal inventory build-up into a network-wide allocation decision

As production ramps up, inventory does not grow evenly across products, markets or warehouses. Available capacity elsewhere in the network gives you flexibility to place fast-moving inventory close to demand.

Optimize inventory allocation across the network before adding warehouse capacity



Manage seasonal peaks with inventory and warehouse scenarios in 4flow network optimization software

1 Monitor capacity across the network

- › Track warehouse utilization
- › Identify capacity constraints
- › See inventory by location
- › Model forecasted demand

2 Reallocate products across locations

- › Shift inventory between warehouses
- › Account for demand patterns
- › Balance capacity

3 Test peak-season scenarios

- › Model demand peaks
- › Apply warehouse constraints
- › Compare impact on cost and service

Proven in consumer goods networks

Continuously monitor and reallocate inventory



5%

total cost savings
year over year

- › Monitor warehouse capacity and inventory
- › Respond to new products and seasonality
- › Optimize product allocation across warehouses

Reshape the retail distribution footprint

Major European
bakery group

Double-digit %
cost savings

- › Reassess the distribution center footprint
- › Redefine how products flow to retail
- › Optimize customer-to-warehouse assignments

4flow network optimization software

Design and continuously optimize your network with agentic AI



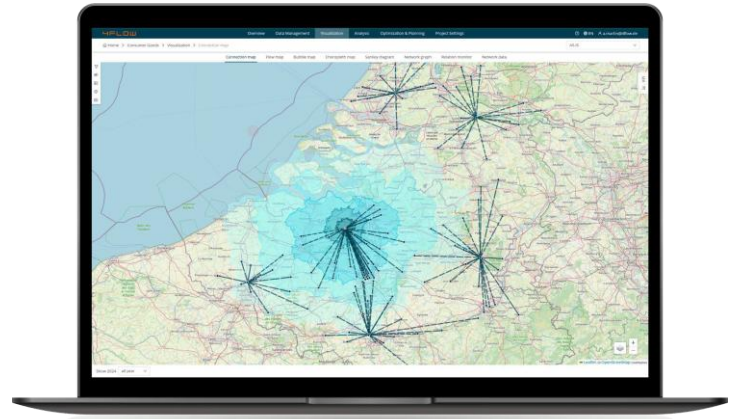
Instant network transparency and analytics



Scenario planning, trade-off analysis and inventory optimization



Strategic network redesign and location optimization



Our supply chain expertise

Real results with 4flow

Up to 10%

Average increase in service level

More than 10%

Reduction in inventory levels

Over 20%

Increase in process efficiency

Interested or have questions? Contact us!

Get in touch to have your questions answered or to schedule a live demo of our software solutions.

We look forward to hearing from you.



About 4flow

4flow supports you with tailored supply chain solutions, from strategy to implementation and beyond. Proven in 25 years of successful customer projects, this end-to-end approach and digital innovation make 4flow a trusted global partner for supply chain transformation.

25+

offices in Europe, North America, South America and Asia

1500+

team members globally

400+

customers globally

4flow customers include:

AGCO BD BMW Bosch Deichmann
Hager Group Hettich Lear Mann+Hummel
Magna Mars Roche Schaeffler Volvo

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