



MARKETING COLLATERAL CLIENT: BAA RETAIL

BAA Retail require a service that delivers all of their marketing collateral directly to the airport retailers, staff areas and offices and car parks. Metro-logistics have run BAA Retail's South East airport storage and distribution contract for ten years, constantly adapting to their requirements. Run from our own 6000sq ft central warehousing facility at West Drayton, two miles north of Heathrow, with satellites at Gatwick and Stansted; supported by our own fleet of modern vehicles which enables a 24 / 7 service when required.

The division receives, stores and delivers all of BAA Retail's printed material, providing direct liaison with suppliers, retailers and airport staff to ensure that stock is accurately tracked and delivered to all locations on time, which is vital to the success of any campaign. BAA receives a weekly report of all activities, stock and recommendations. We are seen as an integral part of the Retail Marketing Team.

Value	£192K coordinating approximately 20,000 annual stock movements.
Reporting	Weekly on line reporting of qty's and stock movement. Automatic flagging of reorder levels together with a summary of the weekly activities and feedback. KPI's are measured for accuracy of stock deliveries against delivery times, feedback from retailers, terminal appearance and advertising sites, accuracy and timeliness of reported data plus general attitude and support above and beyond SLA's We also undertake a Monthly Service Review, at which all SLA's are discussed.
Assurance	Metro-Logistics has operated a 100% record on timely deliveries throughout the contract.

