

## Merchandise Fulfillment Case Study

McAlister's Deli Uniform Program

**Application:** Merchandise Fulfillment

**Client:** McAlister's Deli

**Challenge:** Keeping up with the supply needs of one of the nations' fastest growing privately owned companies.

**Background:** Threds was introduced to McAlister's deli in 2001, a time when they were adding 30-40 new restaurants per year and their uniform provider was having a hard time keeping up with their growth. Threds became their official provider in 2002 and has grown with McAlister's Deli ever since.

**Solution:** Threds manages the integrity of the McAlister brand across 230 corporate and franchised locations. We are proactive about finding ways to improve the overall customer experience. For example, we redesigned the company Web site to make ordering uniforms easier and have increased the line to over 80 pieces. Our efforts have earned us an average of 4.5, on a 5 point scale in customer service, on-time delivery, and product selection at each of the last four McAlister's Conventions. We continue to work closely with McAlister's corporation, as well as store managers, to get their feedback to maintain these strong customer satisfaction scores.

As we continue to grow with McAlister's, we are increasing savings by sourcing products overseas. We custom design products to meet their individual needs and work with marketing to offer quarterly specials to franchisees of branded products.

**Results:**

- Increased efficiency through the on-line ordering process via the redesigned company Intranet
- Increased savings by proactively managing lead times and sourcing product overseas
- Maintain the integrity of McAlister brand across 230 locations