



FAMILY OFFICE INSIGHTS

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Peer Insights

R E P O R T

Q&A with Corey Apirian of Davinci CEO

Principle Series:

Davinci Micro Fulfillment Solutions partners exclusively with consumer brands to support their direct-to-consumer business with an end-to-end solution that includes front-end merchandising, inventory optimization and fulfillment services provided from our micro-fulfillment centers.



DAVINCI

Family Office Insights Webinar Series will be welcoming Corey Apirian of Davinci Micro Fulfillment Solutions Tuesday April 14th at 2:15 PM – 3:15 PM Eastern. RESERVE YOUR SPOT HERE AND RECEIVE OFFICIAL WEBINAR RESERVATION PROTOCOL-INVESTORS ONLY PLEASE



Family Office Insights is a voluntary, “opt-in” collaborative peer-to-peer community of single family offices, qualified investors and institutional investors. Join the community here www.familyofficeinsights.com

Why do brands need this service?

Consumer shopping habits have been forever changed by an increasingly complex and fragmented Marketplace. Today, brands struggle to fulfill consumer’s growing expectations of personalized product offerings, faster delivery while at a lower total cost. Davinci’s Micro-Fulfillment solution offers a transformational approach for brands to offer retailers and consumer’s the right products, in the right place, and at the right cost. The solution is accomplished through a proprietary 3-step approach encompassing: Front-End-Merchandise Management, Inventory Optimization, and Davinci’s MFC physical location network.

What is my competitive advantage?

Davinci Micro Fulfillment will provide an end-to-end solution for a brand to ensure that appropriate products will be offered for each dot-com channel, merchandised effectively (content, pricing, promotion), placed into Davinci micro-fulfillment centers at ideal U.S. locations, in optimized quantities and fulfilled to consumers through processes that minimize lead-time and cost. Davinci's MFC (Micro Fulfillment Center) locations are strategically located and sized to minimize lead-time (1-2 days shipping time to consumers) and cost across the United States. Each MFC is 25,000 square feet or less, operated to maximize flexibility, unburdened by costly and oftentimes ineffective technology, and solely focused on non-perishable items. MFC locations are not traditional 3PL warehouses, but part of an integrated D2C solution to ensure that items managed on behalf of brands maximize their sell-through while minimizing waste and cost.

What about Amazon?

Amazon.com benefits greatly from this model as their business typically grows when managed appropriately with other retail channels and knowing how to promote and execute online. Brands will be more profitable allowing more dollars to promote products and create incremental sales, using data, analytics, and Amazon's tools, at Amazon.com, such as their advertising platform to spend through. This enables and promotes their own flywheels. Amazon.com also saves on freight and handling while meeting consumer demands.



Corey Apirian of Davinci

As an accomplished Supply Chain and Operations Leader with over 15 years of senior management experience in the CPG and retail industry, Corey Apirian has consistently succeeded by effectively developing and executing strategies to drive significant growth, savings, and exceptional service. Apirian has a proven track record of exceeding sales goals, building and leading high performing teams, aligning operational initiatives with corporate objectives, business transformation, and identifying and implementing innovative improvements. Contact Corey: coreya@davincisupplychain.com