

Case Study: Fulfillment

The Challenge

Over the past five years, Zurvita's revenue has exploded from \$3 million to \$100 million. Driven by the rapid business growth, Zurvita searched for a new fulfillment provider with experience in the direct-selling industry and the resources to handle their current and future growth. Saddle Creek was a natural fit.

The Solution

Saddle Creek now manages fulfillment for all of Zurvita's popular health and wellness products. To speed the start-up process, the 3PL used a turnkey integration approach that has proven successful for other direct selling clients. The 3PL has flexible staffing to accommodate significant spikes in order volume due to monthly promotions as well as overall business growth.

While fulfillment is currently handled from a single site in Fort Worth, Texas, Saddle Creek's nationwide network gives Zurvita the ability to expand into additional locations in the future. Sophisticated order management (OMS) and warehouse management systems (WMS) also help to streamline operations and improve service levels.

The Results

Saddle Creek executed a smooth transition from Zurvita's previous provider—receiving inventory early, managing back orders, kitting rapidly, and pivoting quickly to accomplish the move. Saddle Creek's Business Requirements and formal project management process ensured a smooth project transition and no fulfillment interruption to end customers.

Zurvita is delighted with the new level of service. "The Saddle Creek team has been invaluable. Their high level of accountability and project management is remarkable," Mark Jarvis raves. "They have a thorough understanding of our business and are committed to making our customers happy."



Industry:

Food & Beverage

Business Profile:

Direct seller of nutritional supplements and healthy lifestyle training

Quick Facts:

- › Founded in 2008
- › Focused on building a healthier & better way of life
- › Sales via consultant network
- › Grew to \$100 million in revenue in past 5 years

“ Saddle Creek understands our unique needs as a direct-selling company, and can scale to accommodate our growth - today and tomorrow.



Mark Jarvis
CO-FOUNDER, ZURVITA