



# DRIVING FAST FASHION SUPPLY CHAIN AND LOGISTICS



rtt.co.za



za.linkedin.com/company/rtt\_2



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# UNMATCHED LOGISTICS EXCELLENCE



RTT Style offers closed loop distribution, a dedicated fleet, high-value low-volume solutions, and multi principal high volume consolidation



Remarkable service delivery for the leading fashion, footwear and lifestyle retailers in South Africa



Focus on flagship projects to assist growing market share with our clients in their top revenue stores or trade stores



Level 3  
B-BBEE  
contributor

Bespoke solutions to maximise "stock on shelf" time through rapid sales in order to minimise travel time to destination

ISO 39001  
certified



Wealth of skill, scale and experience realised from our multi-principal accrue to benefit all clients in our network

Client centric technology solutions coupled with in-house IT integration capabilities allow innovative collaboration regardless of client systems



Omni-channel fulfilment options under one roof

Industry leading risk management, response capability and post event investigation



# ABOUT RTT STYLE

RTT Style, a division of the RTT Group, specialises in the fashion and lifestyle industry. We provide world class distribution services for most of the top clothing retail brands from across the globe and Africa, and with shopping centre-based delivery requirements.

The RTT Style business and network model is anchored in high density, high frequency, multi-principal consolidation and a powerful culture of delivering service excellence. Robust IT integration with clients, ensure visibility, risk mitigation, tracking and tracing capability at every stage of a parcel's journey from the distribution centre to the consumer.

We continue to work with our clients to identify complimentary services and technologies that will add value to the client supply chains operations.

Whilst the RTT Group, with over 40 years' experience, continues to dominate various transport verticals, our goal is to continuously improve our fashion logistics offering to drive value for our clients in this dynamic fashion retail industry.



**WATCH:** Freddie Stoop, Finance Manager: RTT Style, highlights how our business built a culture that values teamwork, an attribute he believes puts RTT ahead of the competition.

## Supported by...



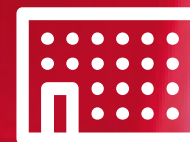
**21 national  
branches**



**Over 40 years'  
experience**



**5 000  
vehicles**



**>98 000sqm  
floor space**



**Over 6000  
employees**



# OUR SERVICES

RTT Style closely engages with our clients to understand and deliver on their unique fashion supply chain requirements. To do so, RTT Style leverages the magnitude of the RTT group companies and networks. We make use of our expertly managed fleet to beat the last-mile challenges associated with distortion into Africa and delivery to all retail centres.

## Omni Channel Services

- Retail front store delivery of merchandise
- Stationery and Point-of-Sales store delivery
- Inter branch transfers (IBT's)
- Store e-Commerce collections and deliveries
- Bookings to DC
- Returns from DC
- Carton recycling from store back to DC
- Express same day service
- Express overnight service
- On Demand Network direct from store to home
- Promotion or Launch management



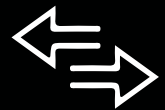
## The RTT Style difference



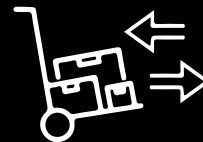
**High frequency shopping centre distribution**



**High value fine distribution**



**Reverse logistics**  
(packaging material, point of sale marketing goods etc)



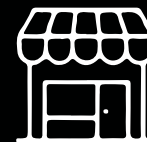
**Inter-branch transfers**



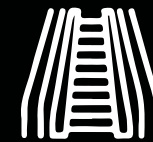
**Express Services (Courier)**



**B2C Delivery**  
(Orders delivered from Store to home)



**Store Openings**  
Freight consolidation and single delivery



**Mall Openings**  
Freight consolidation and concentrated delivery window

# SUPPLY CHAIN ROUTE TO MARKET



Long haul -  
direct loads



Store  
openings



Export and import  
clearing

Specialised risk  
management  
solutions



Supply chain  
consultancy



Warehousing



Mall  
openings

**ACKERMANS**



**Barloworld  
Logistics**



Inter-branch  
transfers



Fine distribution  
(B2B)



TF  
G

poetry

*Rage*



Bookings into  
distribution centres



Distribution into  
Africa

**Tekkie Town**

**Toys R Us**

**OUTDOOR  
WAREHOUSE**



Express  
courier



Fragile goods  
handling

**TRUWORTHS**



**W**  
WOOLWORTHS



Reverse  
Logistics



e-Commerce

**adidas**

**RALPH LAUREN**

**Sportsmans  
Warehouse**  
*winning starts here*

# SCALE OF RTT STYLE

**RTT Style is able to lead the way in the retail and e-Commerce market because of our vast experience with some of the biggest fashion retail clients across Sub-Saharan Africa.**

Retailers are making significant improvements and investments into their supply chain to ensure their products are on shelves and more readily available through e-Commerce.

RTT Style is able to lead the way in the retail and e-Commerce market because of our vast experience with some of the biggest fashion retail clients across Sub-Saharan Africa.

The scalability of our vehicles, staff, and floor space enables us to effectively manage peak and non-peak volumes. RTT Style uses planning software (OPSI PLATO) combined with bespoke planning analytics which enable daily capacity planning in terms of vehicles and staffing at all major hubs. This data driven tactical and operational planning capabilities allow RTT Style to scale the business to volume daily.

Unplanned surges in freight volumes require flexibility, responsiveness, and access to flex resources. RTT Style has the ability to respond and access resources quickly to adapt to changes in our clients' supply chain and ensure they still deliver on the promises made to their customers.





# ▶ LEADING THE WAY IN FAST FASHION RETAIL LOGISTICS

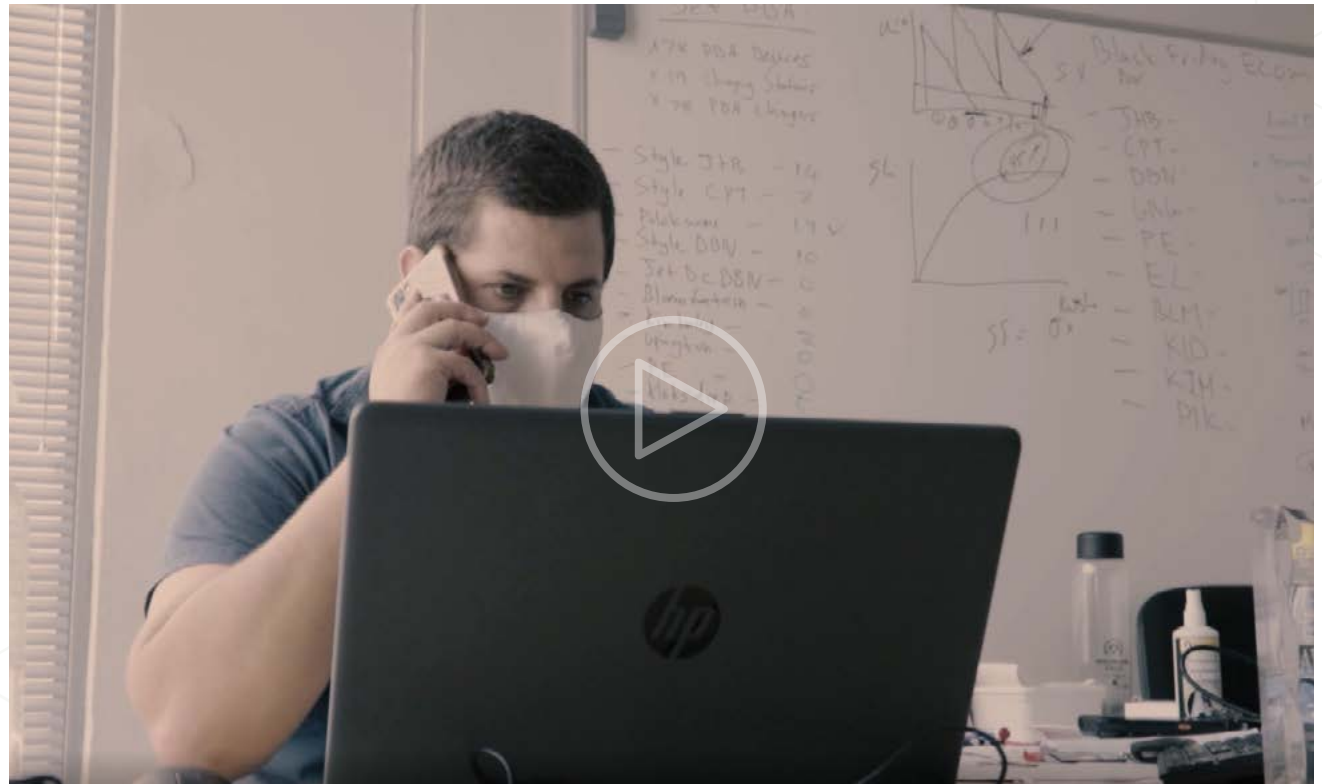
**RTT Style is the foremost last mile distribution partner for Fashion, Footwear and Lifestyle retailers for all shopping node bound freight in Sub-Saharan Africa.**

We aim to achieve a high consolidation in our multi-principal network at an unmatched frequency while still maintaining economies of scale and a daily delivery average frequency in the large metros of three days or less. Outlying areas with lower network volumes would be serviced less frequently, these areas still achieve total network throughput of five days or less.

RTT Style integrates its parcel management systems with all major clients enabling tracking and tracing of parcels as they move through the network.

To protect the interest of all clients, state-of-the-art internal security systems are in place to monitor fleet and freight continuously.

RTT Style leverages the RTT group's network to deliver the differentiated services as required by our clients. The extensive RTT group network, asset base and network partnerships allow RTT the ability to scale and collaborate across the entire network. Unlocking the full value of the combined network is a key focus area of the RTT group strategy and will deliver significant value to the group and its clients over time.



**WATCH:** The e-Commerce market grew overnight and for RTT Style this meant adapting our focus for the e-Commerce market. Stuart Bartholomew, Operations Manager for e-Commerce at RTT Style, shares what this massive spike means for all the hubs within RTT, and how our team has continued to deliver on our customers' promise.



# VALUE ADDED SERVICES

e-Commerce is not only a buzzword in the industry anymore. Online retail and shopping has become the norm for shoppers and retailers alike. Retailers have to ask themselves "do they have the capability and access to multiple markets across Sub-Saharan Africa?"

Through extensive investment in technology, RTT Style has refined the process for managing business to consumer (B2C) deliveries. This includes an improved first time delivery hit ratio and fraud mitigation, ultimately leading to an enhanced customer experience.

The traditional method of managing B2C deliveries through a call center is outdated and reliant on extensive human resources to manage and book deliveries with the end user.

To this end, RTT Style is able to offer our clients the following as value added services:

## On Demand

This same day dedicated delivery service is collected within 90 minutes from the clients' warehouse or retail environment and delivered directly to the customer. The service is available in big cities across the country, but should the client only access the web portal the day following dispatch, the service can be selected for the Cape Town and Durban local areas for direct delivery from the RTT hub.

## Next Day Time Slot

Clients may select a 2 hour delivery time slot (next day) in which to receive their delivery, enabling them to plan their day more effectively. This service is available for the main center areas of Gauteng, Cape Town and Durban. The service is unavailable for outlying/rural areas.

## PARGO

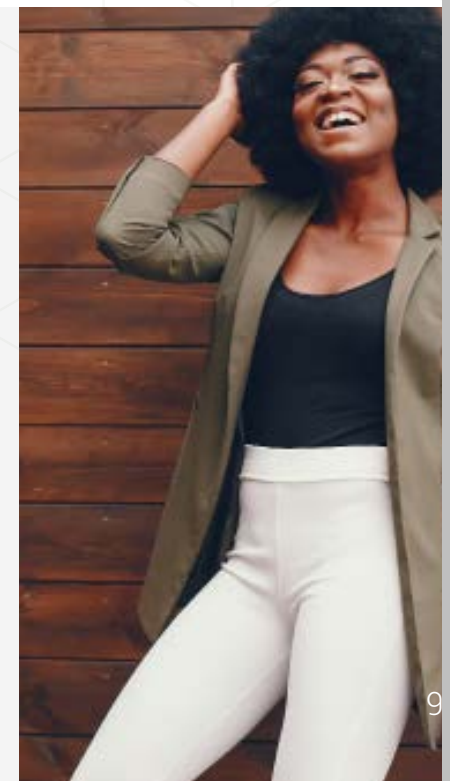
A clients' order can be delivered to one of 2,000 conveniently located delivery points, where the order can be collected at their convenience.

## Next Scheduled Delivery Day

A client's order will be delivered on the next scheduled delivery day, during working hours and would be the preferred service option as an alternative to the PARGO service. The selection of the "On Demand" and "Next Day Timeslot" service is available at a nominal increase in cost to the consignee.

## Retail, Marketing, Franchise and Dealer Distribution

As part of the RTT solution, we have systemised the required documentation per retailer and provide our drivers with pre-printed instructions around document requirements. For deliveries supported via PDA devices, the driver is required to confirm at point of delivery that each document is correctly managed. Additionally, when the driver is de-briefed, returned documentation presented is captured into the central RTT driver debriefing system inclusive of all endorsements.



## Stock Recall and Used Reverse Distribution

Similar to the previous reverse distribution process, the driver is required upon collection at the store to check the terminal IMEI/serial numbers (where terminal barcodes are unavailable to scan) and confirm the correct IMEI/serial number is being collected. As there may be multiple terminals collected on a single collection instruction, the barcoded seal process has not been implemented for these collection types. The store is however required to seal the shipper cartons with their own security tape before the driver leaves the store.

Where discrepancies are encountered, the driver selects on the handheld device, the discrepancy reason for the collection not being collected from a pre-defined drop down list of reason codes. In cases where the driver notices damage to the terminal/s, photos of the damage are captured which are stored against logged collection number.

Serialised parcel tracking labels are placed on the carton/s being collected which are scanned by the driver using the handheld device, and automatically linked to the selected collection. The parcel barcodes are confirmed through our system driven de-briefing process, upon the driver's return to the delivery depot. Should any discrepancies be noted during the de-briefing process, e-mail and SMS notifications are sent to the respective branch manager, prompting further investigation.

## Swap Outs (Collect on Delivery)

An essential part to the RTT courier solution is the ability to collect goods as per client requirements using a number of tried and tested technology solutions ranging from through our integrated technology ecosystem. This system, like our LEAP portal, allows for real-time tracking parcels.

Specific to Collect-on-Delivery, we are able to capture and record the product details directly into the RTT central courier solution which including the cross referencing detail to the original delivery. This procedure will ensure that our clients' request is tracked and managed throughout the Collect-on-Delivery process.

Should the RTT PDA solution be deployed, all delivery and collection data is uploaded into the driver's device and at each driver drop point, the device is

used to manage deliveries and collections. Importantly, each completed transaction is transmitted in real-time to RTT's central courier solution and depending on a client's level of integration.

## Parcel Tracking

RTT clients enjoy full visibility of shipments as they move through the logistics lifecycle by being able to track their parcels at any time, on any device.

As per RTT's security access protocols, the RTT Track-and-Trace (Leap portal) solution requires users to be registered and functionality is enabled according to their specific profile. Once registered, clients are able to track and trace their consignments via an intuitive web interface by using the RTT consignment number or their own reference numbers as captured into the RTT distribution system. From this tracking interface the client is able to query all relevant data pertaining to a certain consignment from creation on the RTT distribution system, up to the point where they can download any scanned proof of delivery documents to their local computer as images.







# DELIVERY STRAIGHT TO RETAILERS FRONT DOOR

RTT Style delivers through the front door of retailers on a daily basis that cater in the various retail centres. We service the majority of the stores in all the known shopping nodes and malls around South Africa. This is gained through a high frequency break bulk distribution model.

Every client store is serviced by a specific RTT Branch daily or if outlying bi-daily. Parcels destined for a specific store will move from the client DC through the RTT network to the designated RTT branch where parcels are sorted by specific delivery location. Parcels destined for a specific location are consolidated onto a high cube delivery truck for onward movement to the mall shopping node.



# NATIONAL COVERAGE AND FOOTPRINT

**RTT has an extensive geographical network centred around South Africa and the immediate cross-border countries.**

**As a group, RTT is proud to be able to follow their clients almost anywhere they go.**



We practice route and freight optimisation, to cover a significant portion of the African continent and provide an enviable international network.

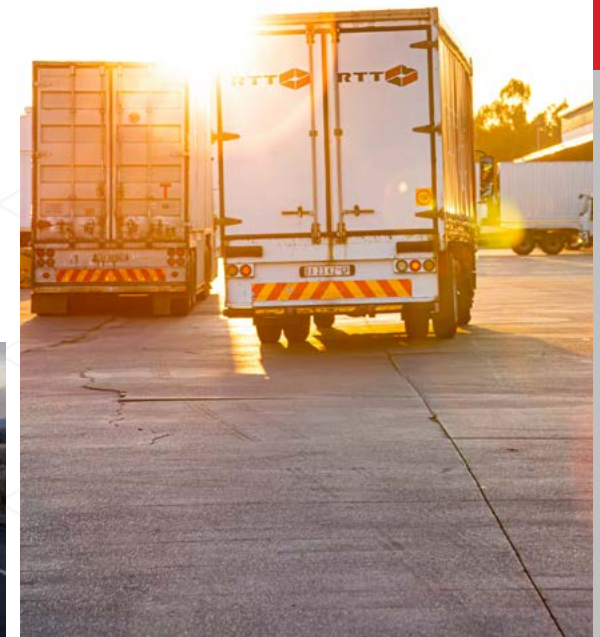
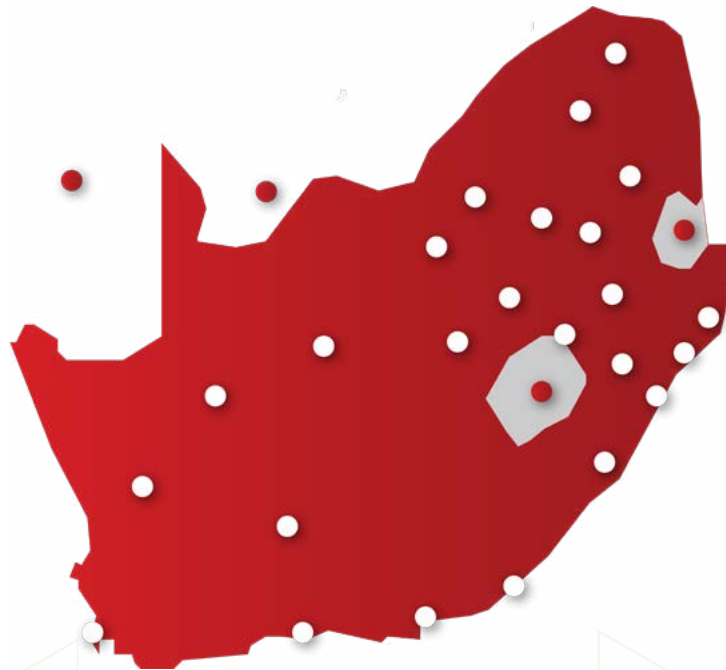


The current distribution network operates as a hub and spoke system encompassing a tried and tested method of deliveries either directly to clients, end-users, or retailer distribution centres.



The hub and spoke network enables the RTT Group to provide efficiencies and cost-effectiveness by the consolidation of freight received from multiple principles through to one delivery point.

*There are over 21 physical branches across this network.*



# GEARING UP INTO AFRICA

Africa is home to the fastest growing middle-class economy in the world. Foreign investment has reached extraordinary levels in recent years and the business has recognised that these opportunities would demand smart logistics and supply chain expansion.

*RTT is both a leading distribution partner in South Africa but also a provider of export services to various countries in Southern Africa. It provides a one stop solutions for local and international shipping needs.*

RTT's experienced export team help and guide clients through the export process to ensure entering new markets is made simple and accessible.

## Our Export Services Include

- A dedicated team to ensure effective freight movement, delivery deadlines as well as regular shipping updates.
- Effective management of export documents and POD's. (Documents are scanned and uploaded to the SLE platform for ease of access).
- Compliant and timeous management of the export customs clearing process.
- Tailor-made supply chain solutions for ad-hoc projects.
- Review of operational costs and delivery lead-times.

## Established Export Network

### Branches

- South Africa
- Namibia
- Botswana
- Zambia

### Service areas

- Mozambique
- Malawi
- Zimbabwe
- Lesotho
- eSwatini (Swaziland)



**RTT delivers to over 30 shopping complexes in Sub-Saharan Africa**



**RTT Style are meeting the needs of more than 200 stores across 30 retail brands.**



**More than two million packages delivered across Sub-Saharan Africa**



# RISK MITIGATION

RTT's security, risk management, and investigative resources provide a secure chain of custody throughout client supply chains. Our rapid response teams provide the fastest possible reaction times for hijackings or similar occurrences. RTT's technical security (transmission and accessibility of data) is state of the art and in line with global security, firewalling and intrusion detection/ prevention software and hardware. The Group boasts a hijack and loss ratio of 0.002%, well below the industry norm of 0.09%. These stringent security structures and processes are considered a material differentiator for the RTT brand in the market.

RTT was first to market with a number of freight protection initiatives, one of which is the deployment of high-performance vehicles staffed with armed escort personnel, fully satellite tracked, and in constant contact with RTT's radio control room.

## Material differentiator

- Biometric fingerprint scanning
- Magnetic lock
- In cab high decibel alarm systems (Sound bombs)
- Smoke generators
- Custom designed covert GPS based load tracking and unit retrieval system
- Custom designed vehicle tracking unit installation which allow for engine cut off upon unauthorised removal of unit

## Material differentiator

- Specialised risk services (Revert)
- Industry-first privatised in-field asset protection
- Advanced risk technology investment



## Remote and emergency distribution

- High density percentage of informal delivery
- Available systems and process for emergency distribution
- Adaptable and scalable fleet infrastructure





# ACCOUNT METHODOLOGY

RTT has adopted a holistic approach to account management that covers all possible touch points between the client and RTT. This comprehensive account management structure focuses on the elements below. This framework is designed to provide a consistent and in-depth understanding of both RTT and the client to enable a positive and strategic relationship.

## Continuous Improvement initiatives

### Business Operational Excellence

- Effective and efficient operations staff at all levels that ensures high resource utilisation levels
- Effective distribution of products - using optimised routing thereby increasing responsiveness to customer demand and repeat and replan order cycles
- Exceeding the agreed service levels whilst looking at methods of optimising the cost structure

### Leveraging Technology

- RTTs use of various technological advancements inclusive of Power BI, RTT Group will provide necessary supply chain platforms for MIS value enhancements
- Provision of monthly reports / (collection) data allowing for a focused based on information accuracy, trend analysis and data interrelation
- Supply chain enhancements that will allow the reduction in lead time on the ate – essentially focus will be placed on 'Fit for purpose rate to execution required'

### Supply Chain Optimisation

- The use of supply chain modelling tools to model ideas and strategies in terms of servicing new customers, increased volumes, and internal channel changes. The knowledge and provision of inventory management, product launch capability and optimisation that, in partnership with can be used to decrease the investment in inventory whilst improving availability and service.
- Benchmarking - continuously seek out leading industry practises that will add value

### Management Control

- Rigorous performance monitoring programs and use of management systems tailored to the needs of the client
- A structured continuous improvement program driven off measures, reports and benchmarks.
- Risk minimisation at both implementation and operations because of the highly skilled and experienced teams focused on these areas.



**WATCH:** Despite the challenges that the Covid-19 pandemic has presented, RTT Style has powered through and still maintains close relationships with our customers. Tracey Peterson, Key Account Manager at RTT Style, explains how her department has continued to deliver the best service in the absence of face-to-face communication.

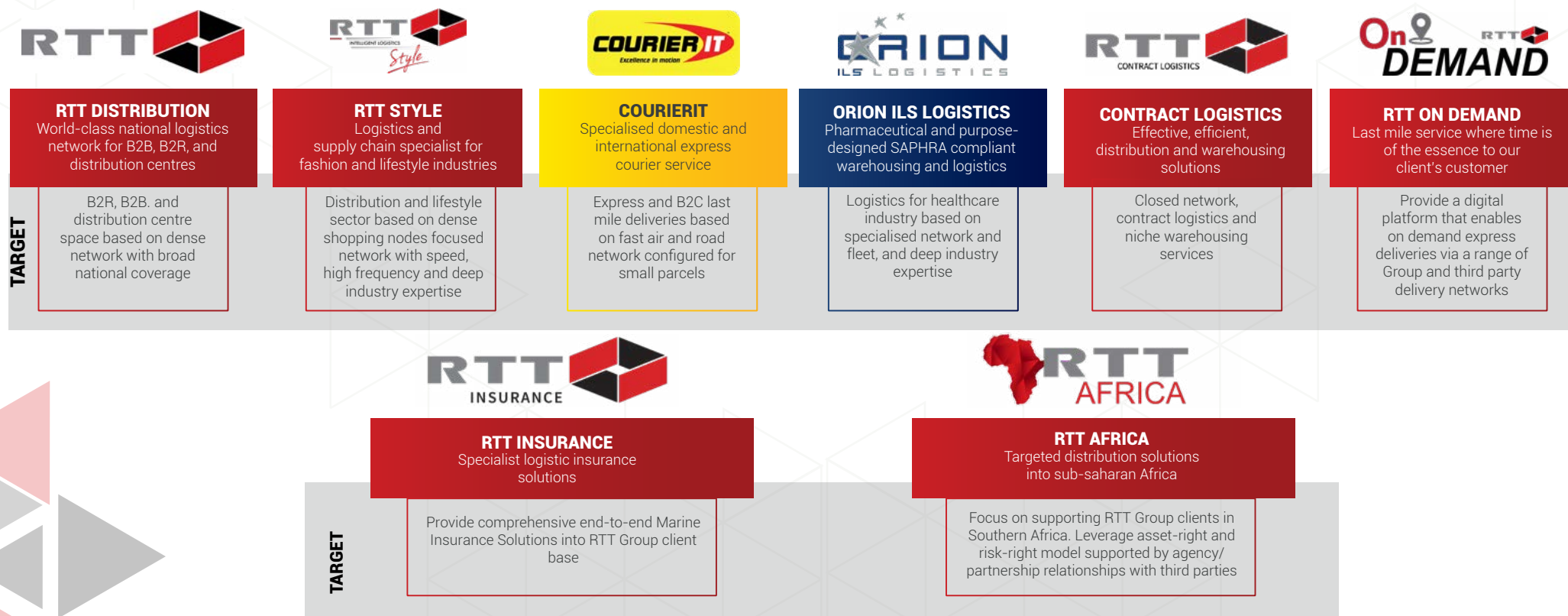


**WATCH:** Janeke Visser, Key Account Manager, walks us through her four-year journey with RTT and also shares a few of the skills that makes for a successful account manager.

# RTT GROUP IN FOCUS

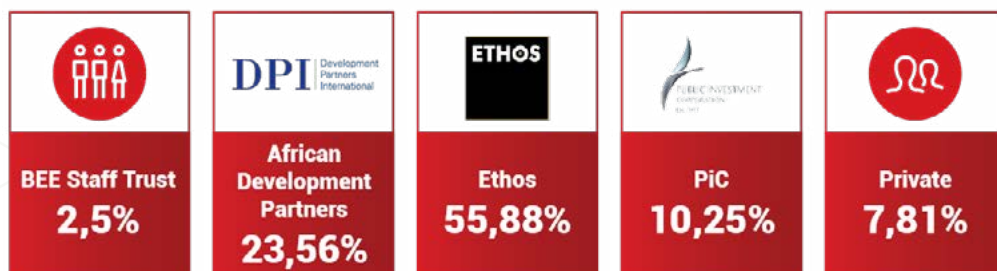
RTT is a leading multi-channel distribution logistic partner that offers a variety of world-class supply chain excellence. With over 40 years of industry expertise, we remain at the forefront of business innovation and specialist solutions that integrate into our clients' end-to-end supply chain.

The magnitude of the RTT Group's networks, infrastructure, and innovative technological solutions, allows us to exceed our clients' expectations in delivering freight on-time and in-full.



## Ownership

RTT is in the hands of private equity and is led by group consortium ethos.



## Black Economic Empowerment

Both the RTT Group and Courierit are certified Level 3 Contributors to B-BBEE.

As a Group, RTT is fully committed to implementing Broad Base Black Economic Empowerment within the company. We have taken a firm stance to try and correct the inequalities of the past, as it is pivotal to continuous business growth to ensure sustainable performance and add shareholder value.

By adopting a B-BBEE policy and putting it into action RTT can contribute to social transformation within South Africa, trickling down to both black communities and businesses. Initiatives include diversity awareness drives, leadership programs, targeted recruitment, and training supported by a specific EE and AA plan. RTT is proud to have implemented learner ships up to the NQF5 level. These learner ships specifically address the skills requirements of those individuals and provide for potential learning and career progression.

The Group intends to sustain and improve our BEE supplier profile relationship through specific procurement strategies when entering into new or extending supplier contracts and to engage Black and Black Women-owned businesses, particularly QSEs and EMEs, RTT is proud of the contributions of the RTT Group BEE Trust; and the efforts of the RTT Foundation and the RTT Group Wellness Programme in delivering meaningful change and uplifting the quality of life of the targeted beneficiary communities and groups.





## Environmental Sustainability

The RTT Group continuously seeks to minimise our impact on the environment and to operate responsibly and consciously. This concept of sustainability extends not just to the environment, but also the economic and social context of the organisation. We are passionately committed to improving our environmental management and reducing our carbon footprint. Substantial investments in terms of staff time and financial resources have been made to ensure an effective carbon reduction strategy.

We have embarked on replacing our fleet with euro-compliant motors. Furthermore, route planning and optimisation have resulted in a significant reduction in fuel usage and our delivery footprint is continuously analysed for the best vehicle utilisation to carry capacity. The driver training program contributes to fuel efficiency and reduction and downtime. Branches have also engaged with staff on implementing behavioural change campaigns, and RTT is working on a best practice approach using proven methodology.

RTT continues to explore ways to minimise the impact it has on the environment through water and energy-saving initiatives, carbon emission awareness, and overall waste management.

### **We have made a commitment to a better, stronger, and more sustainable Africa**

*In 2021, RTT managed to act responsibly by accomplishing*

**28%** Reduction in our electricity

**13%** Reduction in vehicle emissions

**10%** Reduction in our carbon footprint





# GET IN TOUCH

The partnership between RTT Style and our clients stretch over four decades and we have institutionalised the knowledge and practices of fast fashion deliveries in South Africa and neighbouring countries.

RTT has been a loyal and committed partner to the our top clients and have unlocked value over many years through an ever growing network that provides cash cycle reducing velocity and revenue boosting on shelf availability.

**Contact us today to start a key and strategic partnership for your fast fashion retail logistics.**

## Contact

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