



# DAVINCI

MICRO FULFILLMENT

**CHESS**  
CHIEF HOUSEWARES  
EXECUTIVE SUPERSESSION

**IHA**  
THE HOME AUTHORITY

# Problem:

Consumers want their products fast and engage in different buying habits online vs traditional in-store.

Brands that have traditionally sold their products to brick and mortar retailers oftentimes struggle to effectively manage marketing, merchandising, inventory planning, and fulfillment operations of D2C channels.

This leads to poor item revenue, unacceptably long lead-times from “purchase to porch” for the consumer and painfully high costs to fulfill (picking, packing, parcel shipping).

Utilizing a physical location network comes with its own challenges from a technology, order routing, inventory management, and ultimately profitability problem.

## Solution:

Davinci Micro Fulfillment provides 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.

Fast. Forward. Fulfillment.

**CHES**  
CHIEF HOUSEWARES  
EXECUTIVE SUPERSESSION

**IHA**  
THE HOME AUTHORITY

# About Us:

Davinci Micro Fulfillment® is a micro fulfillment as a service solution that partners with consumer brands and retailers to support their fast, forward fulfillment with an end-to-end solution that includes front-end merchandising, Network Optimization, and fulfillment services provided from our micro-fulfillment centers.

Davinci Micro Fulfillment® provides 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 (MFCs) at ideal U.S. locations in optimized quantities, and fulfilled to consumers through processes that minimize lead-time and cost.

Brands generate leverage by:

- Capturing demand previously lost to out-of-stock
- Servicing existing and adding new channels from the same inventory
- Configuring channel-specific selection using our bundling and kitting value-added-services
- 1-2-day or less ship times to consumers using parcel ground service or last mile carriers
- Davinci staff offer deep experience across the eCommerce retail landscape to advise and execute strategic decisions.

Davinci's MFC locations are strategically located and sized to minimize lead-time (same day to 1-2 days shipping time to consumers) and cost across the United States. Davinci MFC locations are an extension of our partners, as part of an integrated solution to ensure that items managed on behalf of brands maximize their sell-through while minimizing waste and cost.

## CONTACT INFORMATION

**Corey Apirian**

CEO

[coreya@davincimfc.com](mailto:coreya@davincimfc.com)

+1 973 809 2855

**CHES**  
CHIEF HOUSEWARES  
EXECUTIVE SUPERSESSION

**IHA**  
THE HOME AUTHORITY