Babyshop.com Automated Warehouse

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Babyshop.com Automated Warehouse

Babyshop.com is a renowned international brand which operates through online stores and introduces its products across the globe. The foundation of Babyshop was laid in the year 2006 with a vision to realize the web interface and targeting a large audience through its online stores. The founders of the store were Linn and Marcus Tagesson who had one goal and objective for developing the best online shopping store for the clothing of children. The foundation was laid in the Nordics which allowed slow and gradual development of more than 80,000 customers residing in more than fifty countries. The progressive development of the business over the years has been accomplished through standing apart from the competitors and organizations operating in the industry. The assessment of the needs and requirements of the clients was the main goal which was addressed by the stakeholders of the organization.

The most significant goal of the business was to develop objectives which allowed offering an exquisite and unique shopping experience for the customers. The organization developed strong processes and procedures for enhancing customer satisfaction. Customer service goals were addressed by analyzing the needs and requirements of the people extraordinarily. A blend was developed through which high-quality products along with brand recognition were awarded to the clients. This increased retention of business and offering products which addressed the specific needs of newborn babies. The children's clothes, shoes, toys, strollers, etc. were all provided at the store making it a one-stop shop solution for the customers. The products which were offered by the business provided explicit solutions for the children from toddlers to the age of ten.

The organization and its services have been accredited on various different occasions which include the prestigious Year's E-Commerce Awards at the Nordic E-commerce Summit

2011 and The Best Online Fashion Boutique for Children's Clothing at the Habit Fashion Awards in 2012. All the awards and accreditations which have been accomplished by the brand itself have allowed it to increase its accessibility. The brand can be accessed on any mobile device and orders can be placed in the most convenient manner. The flagship store of the brand is located at Sturegallerian which is situated in Stockholm. The store was opened in the year 2013 and has been categorized as a flagship branch since then. The ideology of the Babyshop is to provide an inspiring solution to the customers which can allow it to increase its offering and provide an excellent shopping experience for the customers. This has been accomplished through the interface of the brand's E-Commerce store which is extremely user-friendly and provides an optimum level of services as a solution within the industry.

The entire business of the group is operated under four domain names which allow promoting the services and developing grounds which essentially allows business development. The domain name through which the business operates is following:

- www.babyshop.com
- www.lekmer.se
- www.alexandalexa.com
- www.oiidesign.se

The business has adopted different methods for promoting its services which range from online stores to physically located stores. The physical stores of the brand are also located across the globe with around eleven stores located in Norway and two stores operating in Sweden.

Research Question

The assessment of the scenario of Babyshop.com allows the development of an understanding that the success which is accomplished by the organization is mainly because of its supply chain system. The procedures which are adopted by the organization with the warehousing and managing inbound and outbound logistics are mainly automated. The automation of the processes has made the process simplified which allows catering to the needs and requirements of international clients across the globe (Hufschmid & Collett, 2017). The research questions which is developed from the analysis is the following:

- What is the significance of Automation in Warehousing procedures and how has it benefited the Supply Chain process?

The supply chain process of an organization is critically important which allows managing the flow of stock and in time delivery of goods to the clients. The systems which are adopted by Babyshop are highly automated allowing enhanced scheduling practices which enable successive development and progress for the organization. It is critically important for the business to sustain the international presence and provide the level of services which are significantly important for the customers (Lyon & Furse, 2017).

The internship program as prescribed under the course of Digital Business being studied at Jonkoping University has enabled us to understand the essentials of the digital businesses. This internship program allowed me to enhance my classroom learning through application of lectures and studies in a practical scenario. During the course case studies were taught to the students, which provided them with an understanding of the organization's operational functions. The most critical aspects of the teaching which were delivered through the course were the establishment of correlation with the virtual teams. This can be further explained as the process

of simulation and automation which allows the machines to simplify the processes and perform operations with optimum efficiency (Yu & Xu, 2018). Babyshop.com is a live example of the applicative usage of technology for enhancing the operational significance and standing out from the crowd.

Summary

The digital businesses are highly dynamic and require the application of automation processes in order to meet the customer requirements. This is essential for making the process efficient and catering to the specific requirement of the customers (Richards, 2017). The automation process is highly efficient and enhances the efficiency of the Supply Chain process of the organization.

Digital Business

Digital Business is the use of technology while performing business operations for creating value and develop business models which are highly sustainable. The customer experience and satisfaction is the main aspect of the digital business which allows sustaining the challenges of operations (Ganesan, Sajiv & Leo, 2017). The business trends are transforming with the changing needs of the people. This makes the digitization of the businesses an essential requirement for the modern and traditional businesses. In this modern day world, the businesses are performing operations through developing digital businesses or transforming businesses into digital using the digital technologies (Deng, Mao & Gan, 2018). The digital economies are growing at a speedy rate and show a shift in the methods through which digitization is taking place. The people are becoming more inclined towards the usage of digital technologies and are adopting the methods associated with acquiring a competitive advantage in the business (Lee, 2018). The scope and definition of digitization of businesses address the needs in a broader

spectrum. This is associated with developing an online presence along with revolutionizing the trends of business by deploying modern technology (Lyon & Furse, 2017). This is essential for developing a competitive edge for the business.

The digital business is considered as highly composite as it requires aligning the essentials of the value chain and assess the business opportunities which shall enhance sustainability. The digital businesses use traditional trends and convert them into modern practices. This is done through the accurate usage of technology, embracing the concepts of marketing, adapting the age of digital transformation and explore derivation in the existing business models (McCabe & Donahue, 2017). These practices allow consolidation of data and using it for the process of organizational restructuring. The strategic decision making is critical for the application of new IT-based trends which allow building customer experiences (Yerpude & Singhal, 2018). These factors are the essential developing factors within the digital economy which enhances customer experience and develop digital preferences. The adaptation of digital trends and practices are changing the ways in which the organizations think and relate with the changing technology. The most innovative and creative business models are the ones who sustain the competition (Gertz & McGlashan, 2016). This increases revenue growth and business development for the organizations enabling them to cater customer requirements with adequate benchmarks of services.

Automation Process

The business process automation is a process which is adopted by the organization as a strategy for transformation. The core aim of the organizations is to provide efficiency to the systems through which the transparency can be acquired, and compliance can be done. It is essential for the organizations to use the automation processes for performing business

operations especially in the supply chain for addressing the requirements of the orders with optimum efficiency (Yerpude & Singhal, 2018). The management seeks to eliminate the scope of inefficiency by deploying the methods of automation on the processes. It is critical for the businesses to resolve the challenges which arise with the delivery of the order to the customers. The large businesses aim at strengthening the operational scope of the businesses through developing processes which enhance efficiency (Gertz & McGlashan, 2016). This allows efficient handling of the orders for the customers and providing them with outcomes which are essential for maintaining the business process. The critical elements of the automation processes are consistency in the level of services, repetition, and error-free (Eroshkin, Kameneva, Kovkov & Sukhorukov, 2017). The systems must be transparent and error free so that distant order handling in bulk can be done with complete efficiency. This is the essential factor which leads to the operational efficiency of the processes.

Methodology

The internship program was highly motivating and allowed me to gain first-hand exposure to working in an online E-Commerce company. My previous experience and exposure of working in the E-Commerce company was an added benefit which enhanced my understanding of the significance of innovation and automation. Babyshop.com is highly automated and applies the most exquisite and unique methods of operations which enhance the supply chain functions of the organization. Automation is applied at all levels of the operational functionality which enhances efficiency and minimizes the aspects of error. Large businesses like Babyshop cannot operate without automating the business process. Customer service is a factor which is derived through quick delivery and timely undertaking of the orders which are placed. The international coverage of the brand and making the products available for the users

across the globe requires the application of enhanced practices which shall enable addressing the specific essentials of the customer requirements.

During the internship program, I was assigned multiple duties within the warehouses of Babyshop. These duties ranged from inbound, outbound, Multizone / UG and customer service. The program was designed in a manner that I got time to serve within all the department ranging two to three weeks each.

Outbound Department

The first three weeks were allotted in the Outbound Department where I was responsible for picking the online orders and sending it for packaging. The online login system was encrypted with individual ID's from which the category of the order was to be selected. Babyshop.com and Lekmere.com were the two major options that were available for selection. Babyshop had a range of multiple brands with orders placed from across the globe. Most of the orders which were received were from the United Kingdom and South Korea. Babyshop.com as a brand possessed multiple other sub-brands which included popular names like alexandalexa.com and oiidesign.com, etc. which added to the vast array of product offerings of Babyshop. The range of multiple products which were offered to the customers in the form of a one-stop shop solution was the Unique Selling Proposition which allowed enhancing the customer segment globally and made the brand reputable and recognizable. The logistics in the Outbound department are completely automated which allows clicking the order screen and allocating the requirements in accordance with the requirements of the order.

The automation processes which are applied at Babyshop are evidence of coordination developed between the virtual teams. The aspects of working with virtual intelligence require understanding the processes based on which the automation procedures have been applied. The

digital technology enables handling the diverse functions and at the same time allows rationalizing the virtual solutions within the practical arena (Lee, 2018). These functions of the virtual teams are the core strengths of the automation processes which enhances the scope of learning and digitizes the processes. Babyshop has established a completely robotic system which is equipped to pick the orders and deliver it to the customers.

The function of the Outbound Department enables the process of delivery of products to the customers. The Outbound process starts with the scrutiny of the order which has been received from the customers. The entire order requirements are reviewed which allows assessing the number of articles which are placed in the order. The robots pick the orders from the warehouse and bring it to the individual handling the order. The product details are cross-checked along with scanning the unique barcode of the article which has been picked. Once the list of items which have been ordered has been consolidated the packaging process begins. The SOP's of packaging is different for different regions. This is because of the challenges of weather conditions in some of the area where the shipment has to be sent. The order is packed, and a return voucher is added to the box being shipped, just in case the customer is unsatisfied with the order and want to return it back. This gives an option of returning the product for free to the customers and allows maintaining customer interest with the order. The shipment stickers and custom declaration papers are attached to the order which is then forwarded to the Bandet department. This shows a combination of operational functions which are performed with the combination of virtual and physical resources.

Inbound Department

The inbound department is responsible for checking the order and making sure that the documentation of the orders which are received and returned are performed adequately. Through

this department, only those orders are handled which have been ordered in the first place. It is essential for the management that prompt actions are taken against the products which are defective or of sub-standard quality. The products which don't match the quality scale are returned back to the suppliers so that refunds can be claimed. Maintaining the balance between the demand and supply of the products is the responsibility of the inbound department.

This department is essential for maintaining a balance in the inflow and outflow within the warehouse and allows reviewing logistical functions. Different kinds of products are received at this department of the organization through which the inflow and outflow functions of the business are maintained. It is critical for the business that products which are received from the suppliers are allocated a specific or unique IK code. This code is used for tracking the products from the start to end of the process and allows its handling. The products are sort out, and the codes are assigned to the products based on the sorting methods. The products are then sent to the sorting department from where they are placed in the relevant racks. The tracking of the products is done on the basis of its code which provides a system based generation of reports and assessment against the demand and supply. The products are further allocated and distinguished based on the BEX and FO number which allows the store workers and handlers to categorize the products and place it based on the level of quality which is being sorted.

During the internship program, I had the opportunity of working directly on the system and understand the functionality of operations being performed within the Inbound Department of Babyshop. The system is designed using a user-friendly interface which allows listing the orders and consolidating all the information regarding the inflows and outflows with accessibility. The list of orders is allocated in the window which shows the coordination with the available products and items which are present in the pallet. The system provides the information

of the exact number of products which are required to be placed in the pallet. The robots are then assigned the tasks to select the number of items with the IK and FO number in the pallet and place it in an empty bin. This bin is brought to the personnel for completion of the order requirements. The warehouse management is an essential process for the online businesses as a strong check and balance are essential for confirming and cross-checking the availability. The exposure that I acquired through working in the environment of Babyshop enabled me to assess the essentials of the automation process. The entire process is highly detailed and comprehensive which requires maintaining a record of inflow and outflow. The process from receiving a shipment from suppliers to delivering shipments to the customers require setting controls through which accuracy can be maintained (Yu & Xu, 2018).

UG Department

UG department is responsible for handling the orders which cannot be handled through the outbound department. The standard products of the shop which includes the clothes, shoes, toys and playing cars are usually very small and can fit in the standardized size bins. These bins are controlled by the robots which allow adequate handling and delivery of the products to the person looking for the systems within the tunnels. The items which are huge in size and beyond the controls which are assigned to the robots are handled and managed by the UG department. The BEX office has forwarded the query for such large packages which are sought out manually in the warehouses and then forwarded to the UG department. The location of the product is tracked by the department and its official for securing the operational sensitivity of the products. The individuals go to the location where the package is located, pack it and dispatch it for shipment to the customers.

The orders which have requirements of such huge products are called UG. This department is separate from the outbound store as the processes are manual at this store. The main way of picking the order through UG is separate from the automated warehouse management. The UG orders are separated from the tunnel orders and are handled separately. The automated system is not used for these orders as they are separated as soon as received by the personnel handling the system. The BEX system allows finding the availability of the UG orders which are then forwarded to the UG department. The listing is done of the requirements which allow the personnel is managing the UG orders to locate the location of the product in the warehouse. The tork trucks are used for hovering the warehouse where the location of the product is traced and reached for completing the order requirement. This enables selection from the rack and arranges for dispatching the order to the customers.

The orders which are received from the customers are booked and placed which is essential for the process. It is critical for the person handling the order to check all the minor details and requirements before the parcel and package are ready to be dispatched. It is a standard practice that the large orders are delivered from the stores of Babyshop which is a tedious process but allows rectification of chances of error from the order. Delivering from the store also minimizes the chances of wrong delivery rather than handling the process through softwares. All the requirements of the orders are addressed, and then delivery is made to the customers.

Discussion

In the modern day world where technology is reducing the distances and globalization is being realized it is essential that workforces start accepting the virtual teams. The simulation and automation process can only be established through developing this virtual representation

aligned with the human teams (Fazal, Strutt, Gibb, Armstrong, Adendorff & Helal, 2017). This aspect of the study allows understanding of the essential role of the automation process within the warehousing procedures of the organization which in this case is Babyshop. The application of automation process reduces the chances of error and enhances operations functionality of the Supply Chain process. The warehouse management process is significantly critical for the business functionality which allows enhancing the long term business sustainability (Hufschmid & Collett, 2017).

Through this internship program, I developed a first-hand understanding of the essentials required for developing an online business. It is highly critical that the customer preferences are kept at first priority while operating an E-Commerce business. The effectiveness of the business is mainly within the processes which are developed. This allows enhancing the systematic and comprehensive systems through which item requirements are noted, and orders are delivered to the customers. The entire process of Supply Chain and its logistics must be made error-free for ensuring that the customers are satisfied (Lyon & Furse, 2017). This critically allows handling of the orders and delivering the items through the shipments.

The complete evaluation and assessment of the digital businesses show that they require strengthening the operational significance of the businesses. The automation process and warehouse management process of Babystore allowed developing the following findings:

- The warehouse management solution is essential for developing inventory control and management. This process is essential for controlling the warehouse activities and tracking the units for acquiring inventory accuracy.
- The process of customer service and tracking is also critical for ensuring that the company meets its productivity goals. The handling of the products through the

warehouse management practices allow effective tracking and setting up automation which makes the processes efficient.

- Organizational productivity is essential for reaching the warehouse management goals. It enhances the efficiency, develops consistency and provides quality control which is all important for acquiring satisfaction of the customers.
- The allocation of the processes based on warehouse management allows calculating the return on investment. This process allows tracking the sales and assessing the measures required for increasing the sales for the business.
- The effective warehouse management systems are those which integrate with the existing models of the business. Through the application of such models, the business management systems are replicated which allows resolving the needs of the customers.
- The compliance management of the businesses also improves with the warehouse management processes. It is critical for the businesses to maintain a check on the products along with its quality. This enables meeting the compliance regulations and enhancing the outcomes needs of the businesses.

All these factors show the significance of automation processes within the digital businesses. It is critical for addressing the requirements of global clients and provide services based on factors of efficiency (Richards, 2017).

Conclusion and Recommendation

The learning of Digital Business practices has developed an understanding about the essentials of managing an online business and designing procedures which shall allow improving the Supply Chain practices. Application of adequate digital marketing strategies and performing a digital business requires gaining first-hand exposure from a reputed organization which is

functioning in the industry (Ganesan, Sajiv & Leo, 2017). This enriches the theoretical understanding with a combination or practical relativity. The internship program at Babyshop allowed relating the significance of automation within the digital businesses. The three-step management of the inbound, outbound and UG department showed an understanding of factors which are essential for handling the products and services. The business operations are the key to its success henceforth it is essential that business processes are enhanced and developed significantly for dealing with market competition (Deng, Mao & Gan, 2018). These factors enhance the sustainability of the business and allow providing optimum customer service to the customers.

The recommendation for the businesses which seek to convert from a traditional setup into a digital business requires that a strong, sustainable strategy is developed. This allows businesses to handle the SOP's and developing standards for catering to the specific needs of the customers. The businesses must develop a presence in the digital world and must device prototype models for marking the effectiveness of automation (Lyon & Furse, 2017). The assessment of the business provides it with value and assessing the differences which are essential for customer engagement in the market. The lifecycle of the campaign and the automation process needs to be accessed, and investments need to be made through consideration of this aspect of the business. Babyshop has an extremely developed high-end automation system which is state of the art in itself. The processes which are deployed are highly customer focused hence it is essential that product enhancement is done within the existing range of inventory (McCabe & Donahue, 2017). New brands shall be included within the stores of Babyshop so that the customer base can be expanded. This is highly critical for the development of the organization and sustaining long term competition.

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Appendix 1

Babyshop: Company was founded in 2006 by Linn and Marcus Tagesson with a vision of building the best online store in the Nordics for children's clothing. Today Babyshop has more than 80 000 customers living in over 50 countries.

Goal: The goal of the Babyshop is to inspire customers by offering an exclusive shopping experience and excellent customer service with the best mixture of well-known and high-quality brands.

Products: product assortment is comprised of baby and children's clothes, shoes, toys, strollers, car seats, maternity clothes, accessories and much more for ages 0-10.

Achievement and Honors: Babyshop has been awarded several times, but they are most proud of their The Year's E-commerce Award at the Nordic E-commerce Summit 2011 and The Best Online Fashion Boutique for Children's Clothing at the Habit Fashion Awards in 2012.

Host Websites: The rest is history and the group now operates under four main e-commerce domains; **www.babyshop.com**, **www.lekmer.se**, **www.alexandalexa.com** and **www.oiidesign.se**, and in addition to the online, company has 11 stores in Norway and two in Sweden.

Appendix 2

My duties as a warehouse worker at Babyshop varies,

1. Inbound

2. Outbound

3. Multizone/ UG

4. Sometimes Customer care (only know how) in English. Only for British customers.

Outbound Department

In the outbound department, we pick online orders and pack it and send it to the bandet department for sorting and dispatching. Each employee has their own unique login to sign in to the computer. When we log in to the system, there are multiple options to start picking orders. But we as an employee has two major options, Babyshop.com and Lekmere.com.

In babyshop.com, some other brands are also come under, e.g. alexandalexa.com oiidesign.com. Usually, orders are from worldwide mostly from the United Kingdom and South Korea. When we click on the order the screen shows the number of articles that are in the orders. So robots pick the basket and bring it to us. So location on the basket blink that indicates to pick an article from here. We pick the article scan the barcode that is unique to that item. After we take out all the items of the current order, we then pack it. In packing then a list of countries is given to us — so special treatment of order for each of the country. For example, Russian orders will always be packed first in the shopping bag and then finally will be packed in the box because of weather condition in Russia. After we pack the order, we put the Return Voucher for the customers (if they have any complaint or dislike the product then they can return it for free). Finally, on the box, we stick the shipment sticker and Custom declaration papers and send it to the Bandet department.

Linking all the above process to the theory that we learned in the class at Jonkoping University was an article that we studied in the very first course of “digital understanding business” the name of the article is ‘The Lure of Organizational Science” In which three virtual work that I also have seen in Babyshop, is Virtual Teams, Remote control: operating through representation and Simulation.

Inbound Department

What we check for in this department.

- Completely and accurately document goods received and goods returned.
- Accept only those items that were ordered.
- Return the rejected items to the suppliers promptly.
- The balance between supply and demand.

In this department, we as a warehouse worker at Babyshop logistic receive a different kind of products that company order from suppliers and put sort out, place and put those items to the system. This is a comprehensive process when a product is when received then based on IK number (Purchase number) products are sort out, usually, when the color is different, sizes are different or completely new or other item has different IK number (purchase number) from each other. So, all the products are sort out, and then sorted items are placed on racks. So before placing it on the racks, we put the IK number to the system and with BEX Online system (Warehouse management software) we assigned as a number by our own BEX system date of receiving, weight, quantity, and condition of the products. Then for every IK number different print come out with information of location and BEX assigned IK or FO number. We usually do this process so that it is easy for another warehouse worker to know where the products are placed.

UG Department

Usually, in the auto store, the size of the bin is standardized and fixed where only small items such as, clothes, shoes, toys and or playing cars. So when a big item the customer order that cannot be fixed in the bin, the people working in the tunnel (Outbound auto store) will not get those items inside the tunnel because the size of the item is big and the robot cannot bring it. What they do is to use BEX office system to find out the product by inspection, search for the barcode of the products and find the location in the warehouse. They go to that location and pick that item and pack it and send it for shipment to the customers.

Orders with these kinds of big stuff are called UG (separate from an outbound auto store). Other and main way of picking UG orders is, the warehouse management has separated UG orders from inside the tunnel orders, we log in to be system and find out the available total UG orders. Then we create a batch with total orders of 40 (flexible). For each order blocklist and hyllplats are printed out. On hyllplats paper we find the location of the items to be picked for the current batch. We then take tork truck and pick all those items. Location example (310-22-3A)

Where 310 is the way of racks

Where 22 is the number of the specific rack where items are located.

Where 3A is a location of the items inside the rack.

After when we pick all the items for the batch, then the BEX shows each order detail, e.g. Order number, a number of items per order, name and contact detail of the customer, the price of each item, customs paper if international parcel and assumed the weight of the items. Here is a tricky thing for us to pick the order because the customers have ordered the items but not yet charged until we book the order, so before booking the order we check for each and every minor detail before booking. We check whether a number of items of the order are completed or something is

missing. Because if we don’t check for that and booked the orders and later we came to know that the items are out of stock, then the BEX has charged price from the customers and now the customer will wait for the product to receive.

Usually when it is international order or when we receive an order from physical own shops or store of the Babyshop we might get a problem with the shipment label for these kinds of orders. What we do is to open the BEX Online system and to use complex software to take out the print for the orders. If some information from the customer is missing the, still we will not get any label until and unless we fixed that problem.