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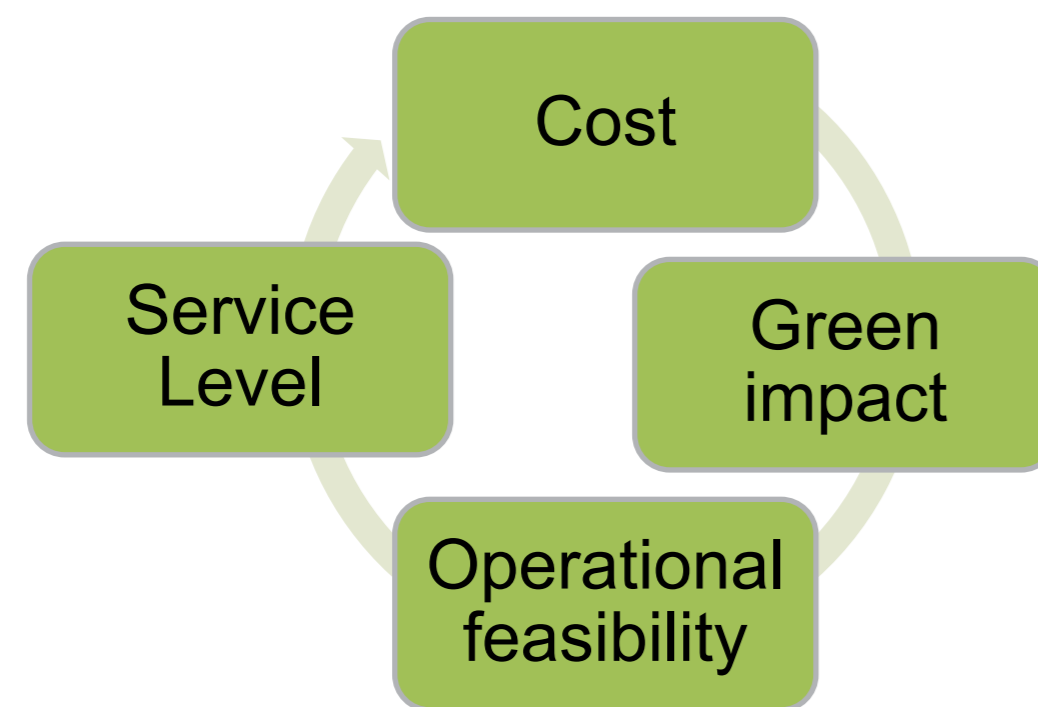
Shop online, pick up in store

Motivation / Background

> Nordstrom Ecommerce Network ships packages across 800+ Zip3 locations in the US.

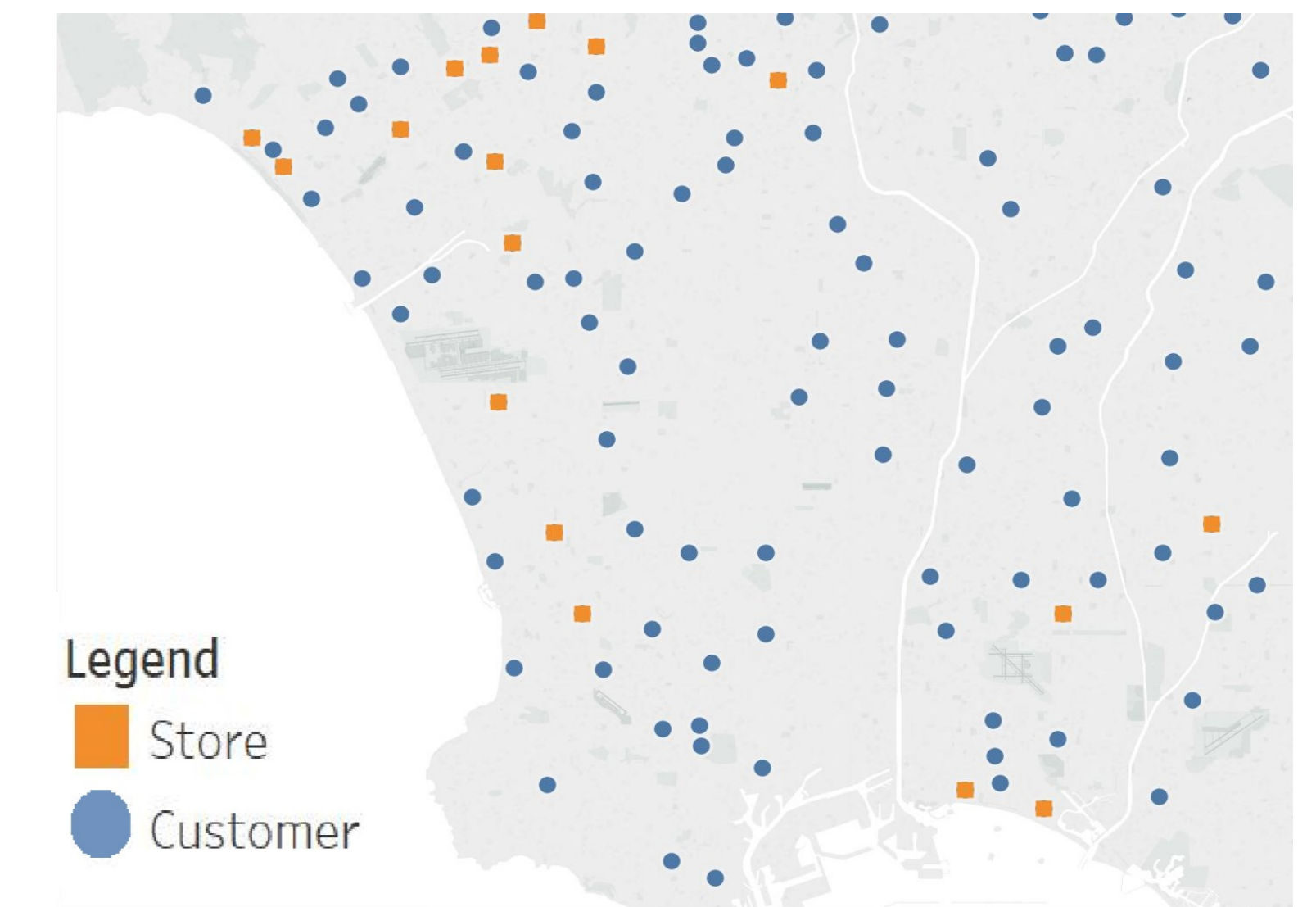
> Business growth must be accompanied by an optimized delivery network, involving:

- Logistics costs efficiency
- High service level
- Reduced CO2 emission
- Operation feasibility



Initial Results

Data collected so far shows high variability in the distances between customers and stores.



Key Question / Hypothesis

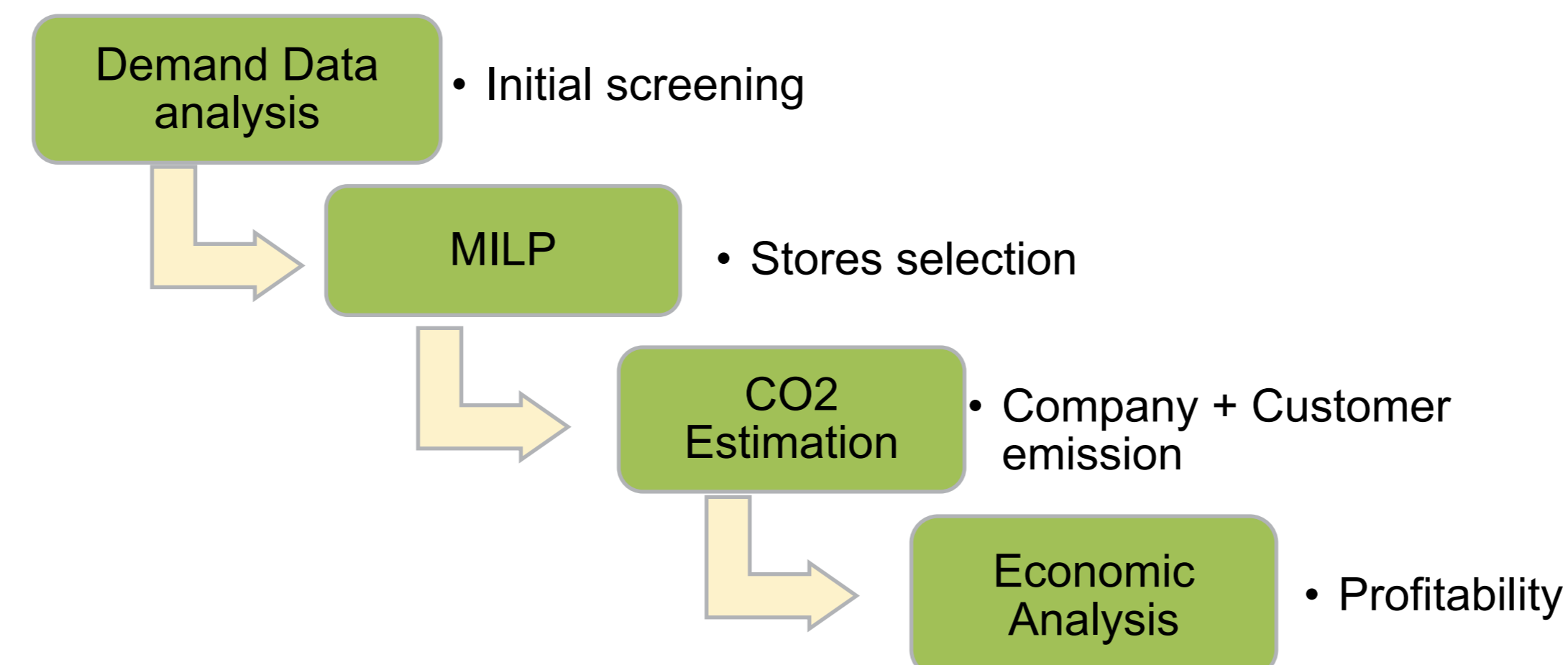
> It is profitable to determine some stores as pick up locations in strategic regions of the country.

> Having customers to pick up their orders in stores reduces the overall carbon dioxide emission.

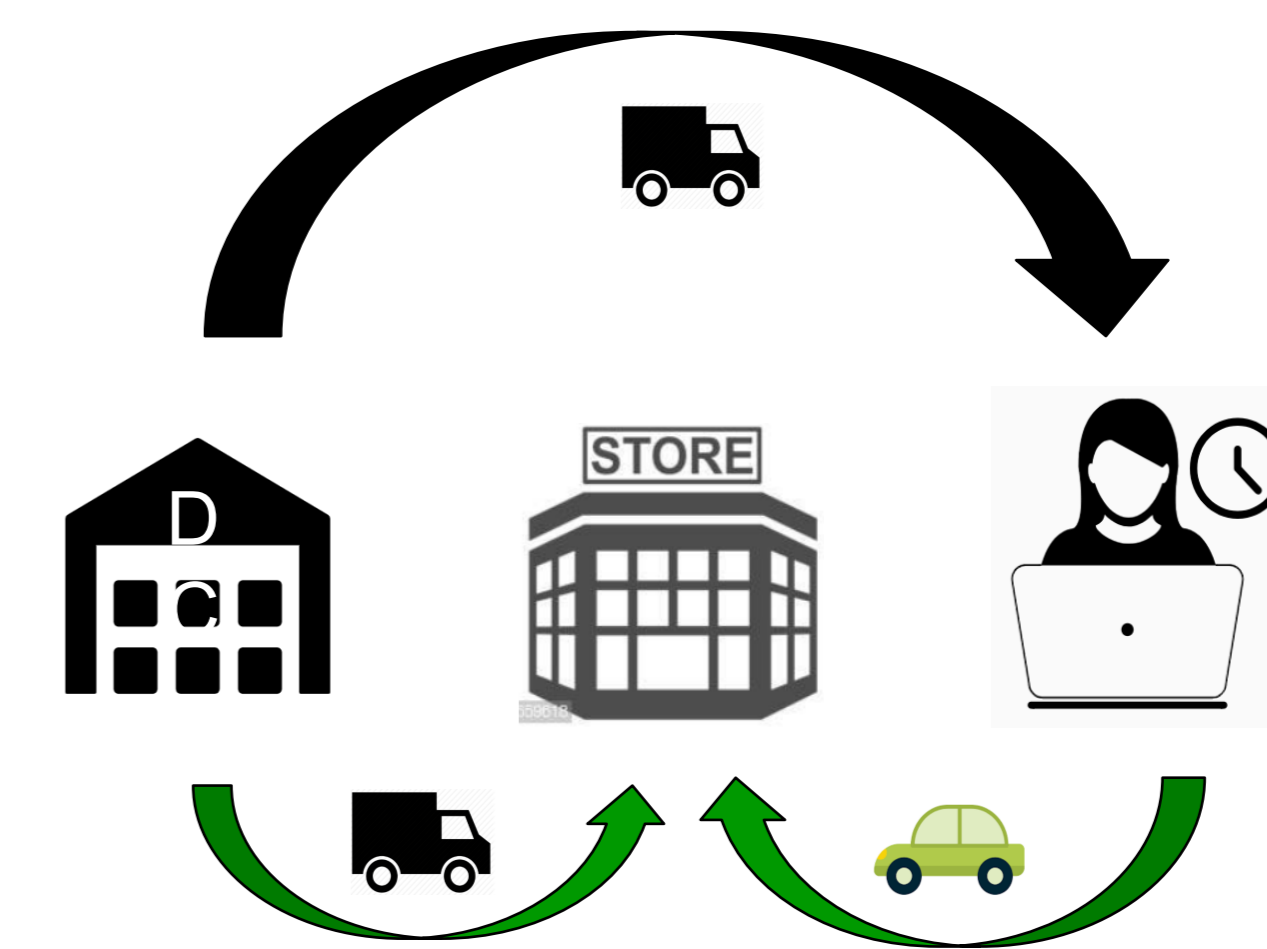
The Problem

Is the customer willing to pick up his/her order in store?
 Is this initiative applicable given retail business' high competitiveness?
 How much more complexity will the initiative add to the operation?

Methodology



Expected Contribution



We aim to analyze the company's supply chain affected by the project, evaluating impacts in costs and CO2.



Relevant Literature

Deutsch, Y., & Golany, B. (2018). A parcel locker network as a solution to the logistics last mile problem. *International Journal of Production Research*.

Carotenuto, P., Gastaldi, M., Giordani, S., Rossi, R., Rabachin, A., & Salvatore, A. (2018). Comparison of various urban distribution systems supporting e-commerce. Point-to-point vs collection-point-based deliveries.

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