



SOBEL NETWORK SHIPPING CO., INC.

# CASE STUDY

**SOBEL**  
NETWORK SHIPPING CO., INC.



## About the Company

This consumer goods company is a multi-million dollar business where thousands of people are experiencing younger, healthier skin. They offer a full line of beauty skin, hair, and body products. This company offers natural, safe, and affordable skin care and beauty products that are designed to help the user feel and look younger. As a family owned business, this company's success comes from an unyielding insistence on providing outstanding products to their customers and world-class service for their consultants.



## Executive Summary

A consumer goods company in the cosmetic industry needed an international freight forwarding partner that specializes in ocean and air freight, door-to-door shipping, and customs clearance. Operating in the beauty and cosmetics industry requires meeting customer's demands and expectations, even as trends continue to change.



## Challenges and Objectives

As a beauty and cosmetics company, shipping and distributing products is crucial to the success of their business plan. Trends in the cosmetic industry are constantly changing, which means that they need to be prepared to meet rising customer demand and expectations. This consumer goods company needed their shipments to arrive securely, on-time, and within their budget.

Before distribution, products are shipped in from overseas to the United States, where they are distributed to consultants and clients. With an optimized shipping solution, this company hoped to receive products and accessories on a timely basis to meet customer demand and new product launch dates. Additionally, they wanted to grow their business operations, allowing them to improve their operations on a global level. After facing increasing difficulties with their previous shipping and customs broker, they needed a change.



## The Solution

The consumer goods company enlisted Sobel Network Shipping Co., Inc., an experienced 3PL with extensive connections, to improve their international shipping processes for their products and leverage Sobel's in-house customs agents to facilitate the customs clearance process.



## How Sobel Helped

Sobel Network Shipping Co., Inc. partnered with this company to develop a comprehensive international and domestic shipping strategy for their cosmetic products. In order to meet the changing trends of the beauty and cosmetic industry, Sobel utilized their ocean and air freight shipping partners, ensuring that their products arrived securely, on-time, and within their budget. Sobel's freight forwarding and international shipping services were a perfect match for what they needed.

Because their products are shipped from overseas, they needed a 3PL partner with an intimate understanding of customs clearance and brokerage. Not only did Sobel facilitate the complicated customs process, but their customs agents thoroughly explained the complexities of the international shipping processes to ensure that their team completely understands each step of the process. With Sobel's simplified shipping solution, they are able to keep up with changing trends and customer needs.



## Future Plans

Over the past few years, this company's relationship with Sobel has grown and expanded. Moving forward, Sobel will continue to provide the highest level of customer service with their best interest in mind.



**Develop Strategy To Ensure Deliveries Are On Time and Within Budget**



**Improve Ocean and Air Freight Cargo Shipping Processes**



**Facilitate Customs Clearance Process**



**Improve International Shipping Processes for Products**

# SOBEL



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