

Kinara International and Rush Order Team Up to Quickly Launch & Scale in the U.S. Market



CLIENT PROFILE

Kinara International delivers world-class supply chain logistics solutions to customers across the globe.

THE PROBLEM

Kinara International needed a fulfillment partner in the United States that could handle a large volume of goods.

SOLUTION

Rush Order provides expert product fulfillment services.

RESULTS

- Set up a fulfillment system in just four weeks
- Increased the processing of orders from 100 items per day to more than 2,000 items per day



Based in China, Kinara International (Kinara) delivers world-class supply chain logistics solutions to customers across the globe. The company can take an idea, turn it into a prototype, manufacture it, and ship it to its ultimate destination.

“I highly recommend using Rush Order. Absolutely. One hundred and one percent. There should be no question about their capabilities. They are set up to do exactly what you need. And they’ll be an extension of your team.”

***Kunal Bhatt, Senior Account Manager
at Kinara International***

THE SITUATION

Kinara was approached by an online food ordering and delivery company that needed a platform where their couriers could purchase equipment, like a delivery bag, and have it delivered to their door. “We can take care of that,” was the response of Kunal Bhatt, Senior Account Manager at Kinara.

However, accepting the project meant that Kinara needed a fulfillment and customer service partner in the United States that was agile enough to handle a large volume of orders. The partner needed to accept shipped goods, store the goods, pick and pack the goods, and then ship the goods to the end customer within a specific lead-time.

“Using Google to find a partner, we spoke with countless warehouses in the United States,” shares Kunal. “But there was only one potential partner that aligned with our values and the family atmosphere that we have in our company. That was Rush Order.”

Based on Rush Order’s capabilities and culture Kunal sensed when speaking with their representatives, Kunal decided that they would be the perfect extension of Kinara’s business. “Rush Order came back to us with an excellent proposal, and they were competitive in the industry,” explained Kunal. “So, we decided to sign with them, and that’s where the partnership started.”



THE SOLUTION

With major clients that include Reebok, The North Face, Square, Williams-Sonoma, IBM, and Intel, Rush Order was more than capable of handling the challenge that Kinara presented.

“Rush Order got to work the minute we signed with them,” says Kunal. “In just four weeks, they were able to build out the web store, set up the integrations between Kinara and Rush Order, and then make sure a first-pass order made it through the system and got shipped to the customer. They were very agile and did it all perfectly.”

According to Dana Madlem, Vice President of Services at Rush Order, things happened so quickly because both companies had the same goal: providing top-notch service to Kinara’s customer. Dana firmly believes “the team at Kinara are absolute professionals. They do what they say they are going to do. And their ability to source and manufacture products is amazing. On top of everything else, their communication with us was excellent. That allowed us to do our part in a complex equation.”



SPEEDY, FOUR WEEK SET-UP

Rush Order set up a complete fulfillment system in just four weeks. “This was a situation where it could potentially have taken three months to set things up,” explains Kunal. “But they handled everything swiftly. That enabled us to ramp up production in China and get the stock ready at the same time.”

PROCESSED 2,000 TO 6,000 PIECES PER DAY

Within a noticeably short window, Rush Order was able to ramp up the processing of orders from 100 pieces per day to 2,000 and even sometimes 6,000 pieces per day. And this was all accomplished during the COVID-19 pandemic that significantly impacted logistics in China and the United States.

KINARA'S PARTNERSHIP WITH RUSH ORDER

Kinara and Rush Order have established a true partnership. “Thanks to Rush Order, we now have a presence in the United States,” says Kunal. “We are growing month to month. And they have given us the ability to serve customers in a wide range of industries that have the need to manufacture and ship a large volume of goods.”

Contact Rush Order: rushorder.com | sales@rushorder.com | +1 408 848 3525

