

What Is a Warehouse?

A warehouse is a **stock or store of goods and items**. It may hold independent-demand items ready to be sold, such as finished goods, or dependent-demand items such as raw materials that will become part of finished products.

BEYOND STORAGE

The warehouse is not only a storage point.

It is a **control point** for availability, accuracy, movement, traceability and customer service.

The warehouse's primary aim is to facilitate the movement of goods from suppliers to customers — meeting demand in a timely and cost-effective manner.

The Role of the Warehouse

The warehouse has evolved from a cost center to a strategic asset in the modern supply chain.

01 The 5 Rights of Supply Chain

Right product — right quantity — right customer — right place — right condition

02 Trans-shipment Point

Critical nodes where goods are received and dispatched quickly, effectively, and efficiently

03 Direct Customer Impact

Poor warehouse performance directly impacts customer service levels and brand reputation

