

ASCM PEEL CHAPTER

Navigating eCommerce's Last Mile Challenge

Last mile delivery is vital for retailers as it directly impacts customer satisfaction and retention, making it a key differentiator in the competitive e-commerce landscape.

However, it poses significant challenges due to high costs, urban traffic congestion, and logistical complexities in rural areas. Managing timely deliveries and failed attempts strains resources, while rising customer expectations for faster delivery add further pressure.

Let's dive into how we can transform these obstacles into opportunities for growth and improvement in the ever-evolving world of e-commerce.

Date

Wed. June 19

6:30 - 8:00 PM

Zoom ID

933 8491 3434

Zoom Link

<https://zoom.us/j/93384913434>

Cost

Free



Guest Speaker

Sakshi Gupta

MBA, CSCP

Sakshi is a strategic leader with over 13 years of global experience in implementing digital supply chain solutions for retail companies across Canada, the UK, and the US. She specializes in developing and executing strategic initiatives that optimize last mile supply chain processes and drive business growth. She also has strong background in a range of supply chain solutions including Distributed/Order Management Systems, Order Fulfillment, Oracle & SAP ERP apps, Value Chain Planning, Inventory Management, and Supply Chain Analytics.

In addition to her professional accomplishments, Sakshi is committed to giving back to the community and enjoys handcrafting natural skincare products for friends and family