MULTI RESOURCE MARKETING LTD

CASE STUDY

# Beauty Beat

## Makeup and product advisor

# Precision Fulfilment for Beauty Beat's Luxury Beauty Event

**Beauty Beat** is a premier makeup and product advisory brand celebrating women of colour and Black beauty. Each year, it hosts the UK's only luxury beauty event tailored specifically for this audience, drawing hundreds of attendees to the Queen Elizabeth II Centre in London. One of the event's signature features is the distribution of luxury tote bags filled with curated beauty products from top brands.

## The Challenge

For the 2024 event, Beauty Beat worked with MRM, a trusted fulfilment and logistics partner, with the responsibility of producing 3,000 tote bags, each containing over 30 unique beauty products. The brief came with several logistical challenges:

**Strict Venue Constraints:**
The Queen Elizabeth II Centre allowed no storage space for pallets. This required a precisely timed, rolling delivery schedule with immediate de-palletisation and reloading.

**High Volume & Complexity:**
With nearly 100,000 individual items to be packed, the project required a high level of accuracy and quality control to ensure the tote bags were received in the best condition by attendees

**Tight Delivery Windows:**
All 46 pallets had to be delivered on the same day by a convoy of five trucks—three 18-tonne and two 7.5-tonne vehicles—each arriving and unloading in sequence.

## The MRM Approach

MRM collaborated closely with Beauty Beat and their product supplier, Beauty Box, to execute the task seamlessly.

**Warehouse Planning & Stock Management:**
Using Newton, MRM's advanced warehouse and order management system, the team generated stock codes based on predelivery information, allowing for real-time tracking and efficient processing of inbound stock.

**Quality Assurance & Allocation:**
MRM ensured products were thoroughly checked for quality, completeness and colour/shade variations. Any shortfalls or inconsistencies were reported promptly.

**Precision Packing Operations:**
A detailed job bag was created for the project, instructing packers to place one of each of the products into every tote bag. These were then boxed and palletised for delivery.

**Haulage & Delivery Execution:**
Partnering with **Sandersons of Market Harborough**, MRM coordinated a highly choreographed delivery plan using the specified five-truck convoy. Drivers were briefed to unload, de-palletise and return pallets immediately due to space constraints at the venue.

## The Results

The fulfilment and delivery process was executed **flawlessly**. There were:

1. **Zero delays**
2. **No product shortages or mispacks**
3. **Seamless communication across all parties**

The client was **delighted** with the professionalism, efficiency and outcome of the operation. Sandersons, the haulage partner, was also praised for their punctuality and adaptability.

## Looking Ahead to 2025

Based on this success, **MRM has been re-engaged for the 2025 Beauty Beat event**, with the same brief to deliver another 3,000 tote bags.

**www.mrm.co.uk**

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