MULTI RESOURCE MARKETING LTD

CASE STUDY

Wild Science Cosmetic Fulfilment

Wild Science & MRM Logistics

A Scalable Global Fulfilment Partnership

Wild Science, a British beauty brand sought a logistics partner capable of handling complex, high-volume fulfilment and international distribution. Following a trusted referral from Reach, the brand engaged MRM to manage its complete warehousing and logistics needs.

All **Wild Science** stock, manufactured in the UK, is held at MRM's facility. The products are sold through an integrated e-commerce platform and distributed to physical retail locations like Boots stores and WH Smith in major airports. In addition to domestic logistics, **Wild Science** required MRM to coordinate frequent international shipments to countries including the United States, Australia, Dubai and other parts of the Middle East.

The project presented a multifaceted set of challenges such as international shipping compliance, custom paperwork creation, manual order fulfilment for key retailers and full stock lifecycle management via Newton, MRM's inventory and order management platform.

WILDSCIENCE LAB

*At **Wild Science Lab**, we craft luxurious and safe formulas that respect your skin, scalp, and the environment. We combine natural and organic ingredients to create efficacious products that meet our high standards. Each product undergoes months of rigorous testing to ensure safety and performance, so you can have peace of mind knowing you're using the best.*

WILD SCIENCE LAB

MRM responded by developing a tailored logistics strategy that combines automation with responsive, hands-on service. Upon receiving instructions from **Wild Science** regarding stock arrivals, MRM receives and stores the goods while updating Newton to maintain real-time inventory visibility.

The **integration of WooCommerce** with Newton enables automated order imports from the e-commerce site, while MRM also manages manual order fulfilment for specialised clients with complex need. These orders often require stock repacking into smaller bundles and the scheduling of delivery slots to meet specific retailer requirements. To support international expansion, MRM handles all aspects of **global shipping**, including the preparation of commercial invoices, packing lists and the coordination of collections. Once orders are dispatched, clients receive confirmation and tracking details.

Regular communication between MRM and **Wild Science** ensures that international orders are prioritised and executed efficiently.

In addition, MRM's **customer call centre** handles end-user queries, offering a full-service fulfilment solution. Through proactive communication, accurate reporting and flexible operational capabilities, MRM has enabled Wild Science to scale its business and serve global markets with confidence.

Key Highlights

Global Logistics Coordination:
MRM effectively managed international shipping logistics, including detailed customs paperwork, commercial invoicing and delivery tracking, enabling Wild Science to reach markets across the US, Australia, Dubai and the Middle East.

Hybrid Fulfilment Workflow:
The use of automated e-commerce order processing alongside manually managed retail orders ensured operational efficiency while accommodating varying partner requirements.

Inventory and Client Management Excellence:
MRM maintained optimal stock levels, generated comprehensive reporting via Newton and provided consistent despatch confirmations and client communication to uphold service standards.

Bespoke Development
Integration
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