

Building FST Logistics' Fort Worth Warehouse with the Global Confectionery Company as Anchor Customer



Background

FST Logistics has an established relationship with a Global Confectionery Company through successful onboarding and operations at its Columbus, Ohio, facility. When the Global Confectionery Company decided to expand its distribution network into Fort Worth, Texas, it issued a Request for Proposal (RFP) to select a logistics partner for the new operation. FST participated in the RFP process, leveraging its proven track record in Columbus to position itself as the ideal partner for the expansion.

The Challenge

Launching a new warehouse while maintaining existing operations in Columbus posed significant challenges.

FST needed to:

- Stand up an entirely new operation from scratch.
- Backfill staffing and operational needs in Columbus.
- Manage a high-volume, time-sensitive project while meeting customers' operational requirements.
- Deliver a seamless customer experience despite the geographic expansion and the complexity of the transition.



Objectives

- Secure the Global Confectionery Company as the anchor customer for the DFW facility through a competitive RFP process.
- Replicate and enhance the success achieved in Columbus by maintaining consistent contractual terms and operational excellence.
- Build operational capabilities in Fort Worth without disrupting existing service levels in Columbus.
- Provide the Global Confectionery Company with reliable forecasts and operational visibility to instill confidence during the expansion.

We treat your products like the precious cargo it is.

**Handled
with Care**

Approach

FST's proposal emphasized its successful history with the Global Confectionery Company in Columbus, transparent pricing, and the ability to replicate performance standards in a new region. By keeping contract terms and pricing consistent with the existing agreement, FST enabled the customer to forecast spend over three years and budget accordingly.

Daily calls, totaling over 100 meetings leading up to go-live, ensured continuous alignment. Even after launch, FST maintained a cadence of five sessions per week to review performance and address operational matters.

Operational Planning & Deployment

Significant planning and strategizing were undertaken for a successful deployment in Fort Worth. Deployment teams were strategically scheduled to assist with inbound and outbound orders, optimizing efficiency and supporting the Columbus facilities.

+6,700 Meeting
Hours

4 Relocated
Employee-Owners

37 New Hires Onboarded
and Trained

Execution & Key Success Factors

Several factors were critical to the success of the DFW launch:

- Customer Communication: Transparent daily engagement built trust and confidence.
- Proactive Problem-Solving: FST addressed challenges early, mitigating risks before they could impact stakeholders.
- Operational Agility: While a waterfall project management approach was primarily used, FST adapted to agile methods when needed to meet evolving requirements.
- Employee Commitment: During a key week in March, multiple employee-owners worked extended hours to ensure full deployment readiness and network infrastructure connectivity.
- Strong Partnerships: Long-standing relationships with vendors and contractors ensured cost control and timely delivery.
- Collaboration & Coordination: Internal and external teams, including ARCO and Exeter, collaborated effectively on construction and facility readiness.

Results & Impact

- The DFW facility successfully launched with the Global Confectionery Company as its anchor customer, enabling reliable forecasting and long-term operational planning for both parties.
- FST maintained strong performance in Columbus while executing a complex expansion in Fort Worth.
- The customer reported a high level of comfort with the move, citing FST's transparency, consistency, and problem-solving approach as key to their confidence.