

Scaling Smart:

How Optimum Helped Little Passports Slash Costs and Boost Efficiency

CASE STUDY

Discover how Optimum saved **\$900K in logistics costs** and optimized operations for a fast-growing subscription box company

»» THE PROBLEM

"Little Passports was experiencing escalating logistics costs and inefficiencies due to outdated supply chain strategies"

In September 2022, Little Passports faced escalating logistics costs and inefficiencies due to an outdated supply chain strategy. With 80 inbound containers annually and numerous small parcel shipments, the internal team struggled to renegotiate freight contracts, optimize operations, and effectively onboard vendors. These challenges led to missed cost-saving opportunities and operational strain.



Little Passports is an educational monthly subscription box that invites children to learn more about culture, history, and more from the comfort of their own homes.

Business Model:

- Subscription-based, recurring revenue model with regular deliveries.
- Products are shipped directly to customers, creating a logistics-intensive operation.

CHALLENGES

1 Escalating Logistics Costs:

Outdated supply chain strategies led to rising expenses.

2 Operational Inefficiencies:

Freight contracts and warehouse arrangements remain unchanged for years.

3 Logistics Management:

Challenges in negotiating freight contracts and optimizing inbound operations.

4 Vendor Issues:

Limited ability to onboard and evaluate vendors for better rates and services.



