

START-UP NEW BUSINESS

BENDON USA

MATT HEAP: PROGRAM MANAGER

Bendon Ltd identified an opportunity to launch its range of lingerie into the US market. Matt led the program of work to set up the end to end financials and supply chain including EDI integration with 5 major customers.

Matt recommended Bendon outsource both the operational and system solutions to local experts, due to US compliance issues and the local knowledge required to operate in this foreign market. An end to end operating model was developed and implemented through strategic partnerships with local logistics and systems providers. The project was delivered on time, within budget, and met all key operational milestones.