

# How a Home Fragrance Brand Accelerated New Product Development Through Structured Sourcing and Vendor Coordination

## Lower Costs, Clearer Direction, and a Faster Path From Concept to Launch

Bringing a new product to market requires more than an idea – it demands clarity in direction, the right suppliers, disciplined sampling cycles, and visibility across development and freight timelines. Many brands struggle with fragmented vendor communication, high costs, and uncertainty around which product concepts are truly viable for production.

Move Supply Chain partnered with a home fragrance brand through a 3-month NPD, sourcing, and vendor coordination engagement. Through a structured, research-backed workflow, we provided clear product direction, re-sourced vendors, reduced costs, and rebuilt the development process into an organized, scalable system.



If you'd like a visual breakdown of how this works in practice, here's a deep dive on e-commerce product development:



[Click Here to Watch](#)

It walks through how to go from scattered ideas to validated concepts, what steps to prioritize, and how modern brands are speeding up development without sacrificing quality.

# The Challenge: Finding the Right Product Direction and the Right

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## Industry: Home Fragrance & Silicone Goods

Before Move, the brand had a long list of product ideas but no clear path forward. Multiple silicone concepts were being explored, vendor options were limited, and costs were higher than expected. The team was unsure which materials were trending, safe, or viable — and there was no defined development timeline or freight plan.

Move stepped in to lead the full NPD cycle. Through market research, vendor validation, and structured sampling management, we provided clarity on the right product direction and built a reliable vendor setup capable of supporting both launch and future product extensions.



## Objectives

- Ensure smooth coordination with suppliers and timely execution of development phases
- Improve visibility across sourcing, sampling, production, and freight timelines
- Identify the most viable silicone concept through competitor and trend research
- Re-source vendors to secure the right technical fit at lower cost
- Establish a repeatable NPD and sampling workflow for future product variants

## Key Obstacles

- No clear direction on which silicone concept to pursue
- Limited vendor options with high production costs
- Uncertainty around material safety, trends, and technical viability
- No established sampling or freight timeline
- High dependence on vendor-managed freight with elevated shipping costs

# Strategic NPD & Sourcing Approach



### Market & Competitor Research

Analyzed trends in silicone candles and recommended the textured silicone direction based on consumer demand, aesthetics, and production feasibility.



### Vendor Re-Sourcing & Validation

Re-engaged shortlisted vendors and identified which suppliers could execute the textured silicone concept to the required specifications and cost targets.



### Sampling Cycle Management

Oversaw the full 3-month sampling phase — follow-ups, QC feedback, adjustments, and sample monitoring — ensuring continuous momentum and minimized delays.



### PERT Calendar & Development Timeline

Built a detailed PERT calendar to map sampling, production, freight planning, and landing dates, improving timeline predictability and cost planning.



### Freight Optimization

Sourced a new freight forwarder with significantly lower rates, reducing shipping cost by 20–30 percent compared to vendor-managed freight.



**Pro Tip:** You can automate most of this thinking with Lara's AI brain, trained on real supply chain systems and frameworks: [www.delphi.ai/larasupplychain](http://www.delphi.ai/larasupplychain)

# Results: A Faster, Clearer, Cost-Efficient NPD

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## Immediate Launch Success

The new product launched in October and generated **100+ orders on day one** — without paid marketing.



## Lower Manufacturing & Freight Costs

Negotiated reduced production costs for textured silicone and cut freight expenses by **20–30% per shipment** through a new forwarding partner.



## Shorter Development Timeline

Streamlined sampling and vendor coordination reduced the development cycle by **2–3 weeks**, minimizing back-and-forth delays.



## Improved Cash Flow

Better costing and freight alignment allowed the brand to retain more working capital and avoid unnecessary airfreight expenses.



## Scalable Supplier Network

Secured vendors with flexible MOQs and strong technical capability, enabling future variants and new silicone SKUs without overextending budget.

# Why This Matters

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With structured NPD, sourcing, and vendor coordination in place, the brand is now equipped to:

- Launch new products with clearer direction and reduced development risk
- Improve profitability through lower production and freight costs
- Operate with predictable timelines and stronger visibility across the development cycle
- Scale into new variants and categories using a vetted, capable supplier base
- Allocate more resources to growth, marketing, and inventory



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The systems, suppliers, and cost structure established through this engagement give the brand a long-term foundation for faster, more efficient product launches.

# Next Steps

With the textured silicone line launched successfully, the next phase focuses on advancing future variants, refining production timelines, and expanding into adjacent silicone categories. Move Supply Chain will continue providing vendor coordination, NPD guidance, and freight planning to maintain cost efficiency and operational stability as the brand scales.



## Looking to Optimize Your Supply Chain?



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[hello@movesupplychain.com](mailto:hello@movesupplychain.com)

Whether you need to strengthen supplier relationships, negotiate better terms, or build a more agile sourcing strategy,

**Move Supply Chain** can help.

**Let's connect!**