

Decode Logistics Limited

Freeing product-based SME's to focus on growth

About Decode Logistics Limited

At Decode Logistics, we provide a range of supply chain and fulfilment services for product-based SMEs. We specialise in stock storage, pick and pack, delivery, and returns management, with a strong focus on handling complex product requirements with accuracy and care. Our experience comes from decades in logistics and building successful businesses ourselves. Clients often see us as an extension of their senior management team, as we bring commercial insight, entrepreneurial thinking, and hands-on expertise in areas such as inventory optimisation, global freight, and customs processes. We're also highly tech-enabled, integrating seamlessly with client systems.

Challenges & Growth

As a growing business, one of our key challenges has been scaling effectively in a fast-changing technological landscape. We want to continue improving efficiency while maintaining high service levels.

Many of our clients operate in the cosmetics and wellness sectors, where demand can fluctuate rapidly due to influencer activity. A key ambition has been finding ways to anticipate these spikes and respond quickly, ensuring we continue to deliver a reliable and proactive service.

Next steps

Over the next six months, we'll continue embedding AI into our operations while refining our service offering. We've also started attending OxBOoSt networking sessions, which have already delivered tangible business benefits and helped us strengthen our local connections.

We're now planning to update our website and ensure consistent messaging across all channels. With a strong foundation and a focus on innovation, we're excited about the next phase of growth for Decode Logistics.

Support from Enterprise Oxfordshire Business

We took part in the Generative AI Accelerator Programme for Business with Grae Laws, which has had a significant impact on how we operate. The programme helped us adopt AI tools to monitor when our clients' brands are mentioned online, giving both us and our clients real-time insight into influencer activity.

What initially felt daunting quickly became a valuable learning experience. We've gone from having no AI capability to using it daily, from monitoring trends to analysing data and identifying patterns that support better planning and decision-making.

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I went from fear of AI to excitement about the possibilities for using it to grow our business in 4 weeks. I'm not naturally techie but found the course pace, content and level of challenge exactly what I needed.

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