

## Case Study: Unique Deliveries warehouse logistics



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### Client Overview

Custom Laravel System Powers Precision Furniture Logistics—Backed by a Simple WordPress Marketing Site

### The Challenge

UniqueDeliveries.com specializes in high-touch, white glove furniture delivery and needed more than just a dispatch tool—they needed a system that could track every piece of furniture from the moment it arrived at their warehouse to the moment it left for a customer's location.

Prior tools were cobbled together and lacked visibility, consistency, and scalability. They needed a system built specifically for the way they operate.

### Robust AWS Infrastructure with CMS Flexibility

We engineered a reliable server environment hosted on AWS and powered by a CMS that balances performance, speed, and customization.

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# Laravel Business Application: Built for Logistics

We architected and developed a custom Laravel application that powers their warehouse and delivery operations end-to-end:

- Warehouse Intake System: Furniture is scanned in using QR codes at the dock. The system logs details about each piece and assigns it to a zone within the warehouse.
- Visual Storage Mapping: Staff can assign and view where each item is located within the warehouse by section, shelf, or bin—minimizing lost inventory and wasted time.
- Order Fulfillment Pipeline: As delivery orders come in, the system links each piece with its location, staging status, and delivery schedule.
- Multi-Role Access: Warehouse workers, dispatchers, and administrators all get tailored dashboards and tools—no clutter, just what each role needs.
- Change Tracking & Logs: Everything that moves or updates is tracked, timestamped, and traceable—giving management the oversight they never had before.
- Laravel Framework: Forms the foundation for clean, secure, and scalable backend logic.

# WordPress CMS: Simple, Flexible, Informative

For the public-facing side, we created a clean, lightweight WordPress site:

- Easy to Update: Staff can manage basic content, team info, and services without needing to call a developer.
- Built for Local SEO: Optimized structure to help UniqueDeliveries show up in search results where it matters.
- Brand Consistent: Reflects their professionalism and care—just like their service.

# Results

- Faster warehouse turnaround times thanks to instant intake and retrieval tools.
- Clearer accountability with role-based access and audit logs.
- Fewer lost or misplaced items through warehouse zone mapping and QR scanning.
- Improved client trust with a modern frontend presence.

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### Why it matters

UniqueDeliveries.com isn't just another delivery service—they're a logistics company that understands the value of precision. Their Laravel-based warehouse platform gives them control and visibility at every step, while the WordPress frontend keeps their marketing easy and effective. It's a modern logistics system built from the ground up to match how they actually work.

**URL:** <https://www.uniquedeliveries.com>