



# FINISHED GOODS SUPPLY CHAIN MANAGEMENT

Our client, a leading consumer electronics brand in India, manufactures and distributes two different and popular brands of televisions, LEDs, Washing Machines, Air Conditioners, Microwave Ovens and other products. The company's rising business volumes added pressure on its manufacturing, distribution and marketing.



Industry Sector

Consumer Electronics Goods

### Issue Analysis

It is a highly competitive market where Company is losing edge due to poor response time and cost inefficiencies.

### The challenges were to

- To reduce the cycle time as well as the lead time
- To set a robust and consistent system closer to the markets supplying 50,000+ units per month
- To achieve the above in 3 weeks' time

### Solution

- De-centralized distribution system
- One window service (LLPs)
- Implemented a planning process for inventory management
- Efficient transportation management
- World class storage facilities enabling efficient delivery

### Benefits

- Improved product availability
- Improved market Share
- Reduced cycle time
- Shortened lead time
- Inventory accuracy of 99.9%
- Improved and higher visibility
- Increase on-time loading and departure
- Cost-efficiency



THE CHALLENGE



THE SOLUTION



THE RESULTS

## THE CHALLENGE

Our client requested us to provide a solution for their increased volume of business in western India region. The company had a single distribution center for the entire region and it was too far from most of the customers. It caused delays and consequentially, loss in its market share due to non-availability of products in market. Moreover, the distribution was not cost-efficient and was being manage with multiple logistics service providers for warehousing, transportation, etc.

## THE SOLUTION

Our experts, based on their knowledge and logistics expertise, started evaluating the best suited solution to meet the specific needs. Designing a complete distribution system in such a short time frame required a Specialist with the appropriate storage and supply facilities.

Our team developed a decentralized distribution system by building three distribution centers, deployed a new supply route and placed dedicated support teams in three major strategic locations within the region.

Further, we understood the need of its client and offered services as Lead Logistics Provider (LLP) and assumed responsibility for execution and management of 3PL.

## THE RESULTS

With our new initiatives, cost control and reliable personnel, the client could reasonably improve the overall supply chain efficiencies.

Implementation of decentralized distribution centers increased product availability in the market while reducing the cycle time and bringing greater flexibility in stock levels. It also helped the company in having stock security backups to guarantee the supply during peak seasons, local strikes and high demand periods.

“Our business association with the client is one of our longest-standing and most successful engagements. It's because of this relationship that we are able to quickly understand and evaluate their supply chain issues and propose solutions to improve on the same.”