

Supply Chain Network Design

Optimize the supply chain distribution network for South India for one of the largest FMCD company

Industry **FMCD**

Challenges Faced by **Client**

- **Low service levels**
- **Poor inventory turnover ratio**
- **Lack of visibility of demand-supply match**
- **High cost of logistics**
- **Handling SKUs at multiple points in supply chain**
- **High stock transfer from one DC to other**
- **Customers being serviced from farther DCs**

Value **Creation**

- **Improved 1 day service level from 63% to 78%**
- **Reduced cost by 14%**
- **Designed supply chain network for future 3 years**

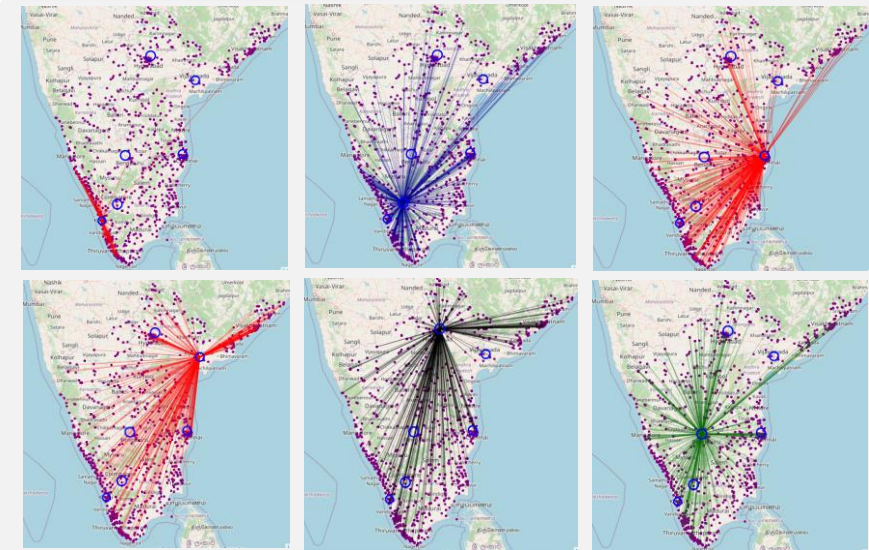
Products **Fans, Appliances, Lighting**

Our **Approach**

- **Map existing supply chain in a data analytics model for cost and service levels**
- **Find levers impacting the service levels and cost in the supply chain**
- **Simulate** existing supply chain with **customers serviced only from the nearest depot (realignment)**
- **Simulate reduced DC scenarios** using **Center of Gravity (CoG)**
- **Simulate greenfield scenarios** using **Center of Gravity (CoG)**
- **Simulate inventory requirements**

Turnover **USD 1.2B**

As Is **Scenario**



To Be **Scenario**

