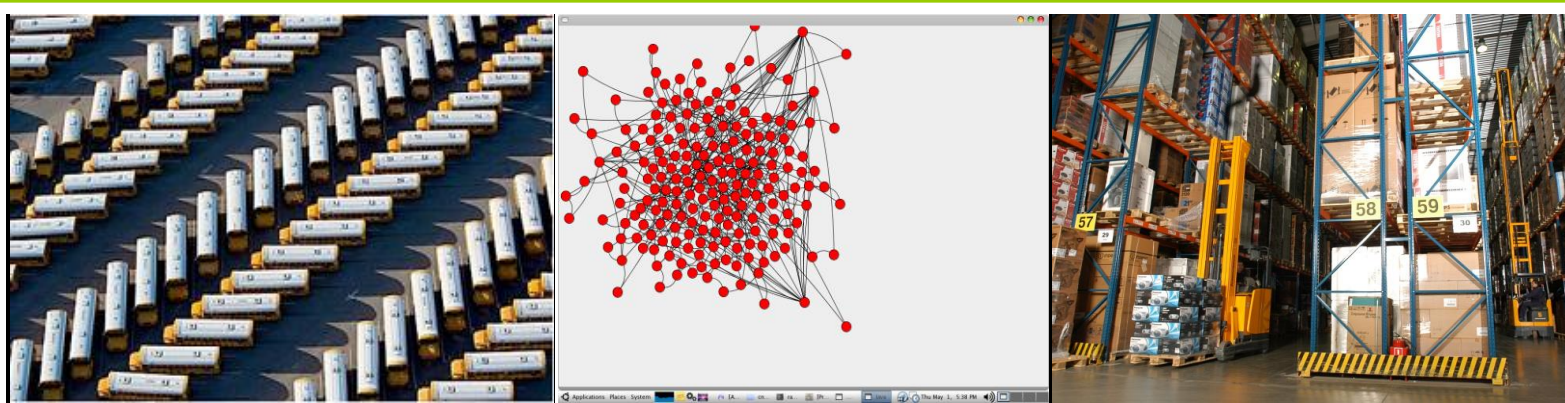


## Supply Chain Optimization for Temperature Controlled Products



### Client Overview

Fortune 500 company which has world's largest portfolio of billion-dollar food and beverage brands, including 19 different product lines that each generate more than \$1 billion in annual retail sales.

### Problem Statement

The client was interested in developing a commercial roadmap for a future-ready post-manufacturing national supply chain with a key objective of reducing time to market and controlling temperature variance.

### Methodology and Key Deliverables

ThinkLink helped the client in improving time to market by re-engineering national supply chain distribution to facilitate launch and distribution of new products of the company in the Indian market.

Some of the key deliverables included:

- Study and evaluation of post-manufacturing national supply chain (warehouse, delivery, GTM Systems) and development of commercial roadmap for solution implementation.
- Network analysis and re-engineering to improve product velocity.
- Assessment and recommendation for correction of primary and secondary transportation COGS for transport network optimization.
- Evaluation and recommendation of time reduction and temperature control solutions based on best practices - forecasting, demand management and replenishment planning.
- Evaluation and recommendation of sustainable DC infrastructure initiatives for a green supply chain

### Key Benefits

- Recommended inventory norms to drive reduction in time-to-market.
- Identified key distribution geographies where time-to-market and temperature exposure could lead to product quality variance.
- Recommended processes for minimizing overall temperature exposure to products