



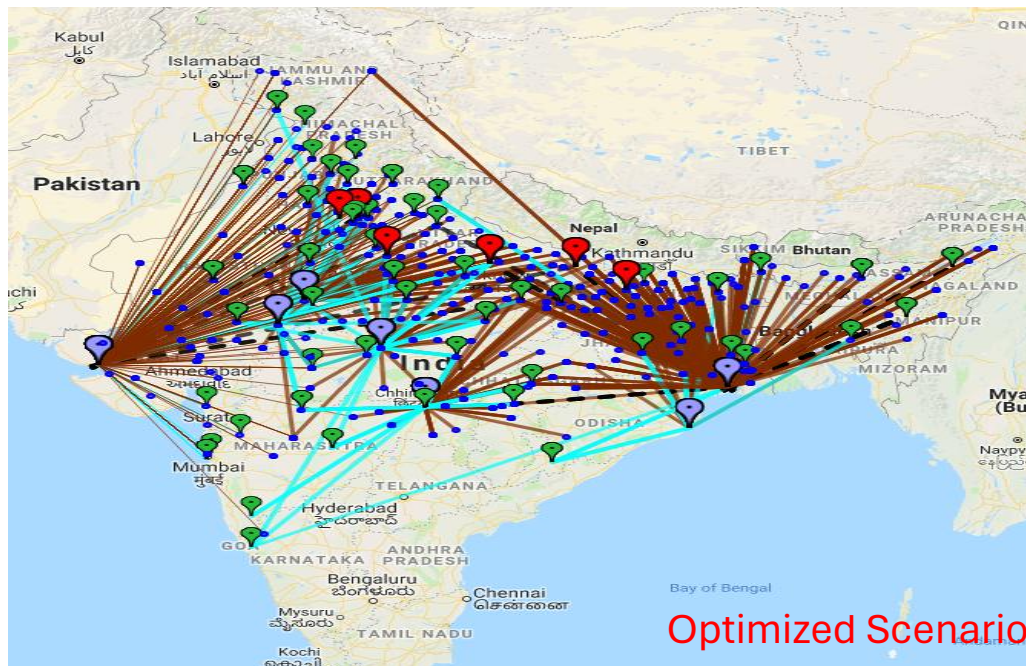
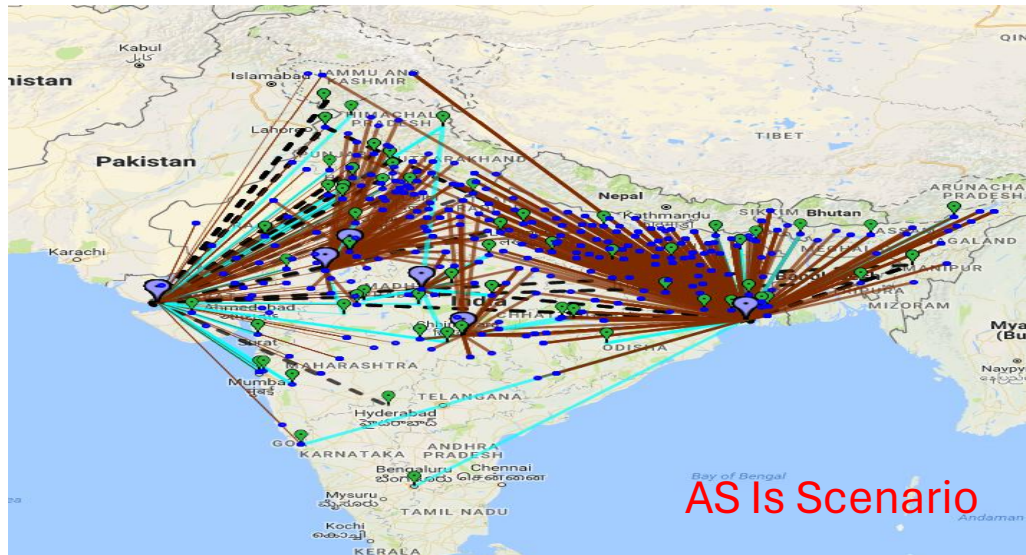
INTEGRATED GENERAL SYSTEMS ANALYSIS
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Supply Chain Network Redesign Case Study

Maximize Contribution / Minimize Total Cost to Serve with IGSA Optimization Platform



Case study : Optimizing long term Supply Planning of Largest Indian FMCG Company



A leading Edible oil & Foods products manufacturer company chosen IGSA IDSPe for network design optimization model and solution.

Challenge

- 22 own plants, 18 contract (Toll) manufacturing locations, 90+ depots, Pan India dealer distribution.
- Wish to redesign the depot network and improve service levels (order delivery time)
- All dealer / distribution should have access to supply points (Plant/Depot) less than 200 Kms.

Solution

Based on the client's requirement, IGSA configured its IDSPe Supply Chain Network Planner an optimization model with the data of existing markets, products, demand forecasts, candidate and existing warehouse locations, existing plant locations and capacities, logistics routes and constraints, various costs in the supply chain, and service level requirements.

Results

- Minimization of total cost to serve and total cost reduced by 1% to 3% under various scenarios
- Service-levels increased and 95% of customers have access to the supply point (plant/depot)