

STREAMLINING SUPPLY CHAIN MANAGEMENT FOR COSMETICS :

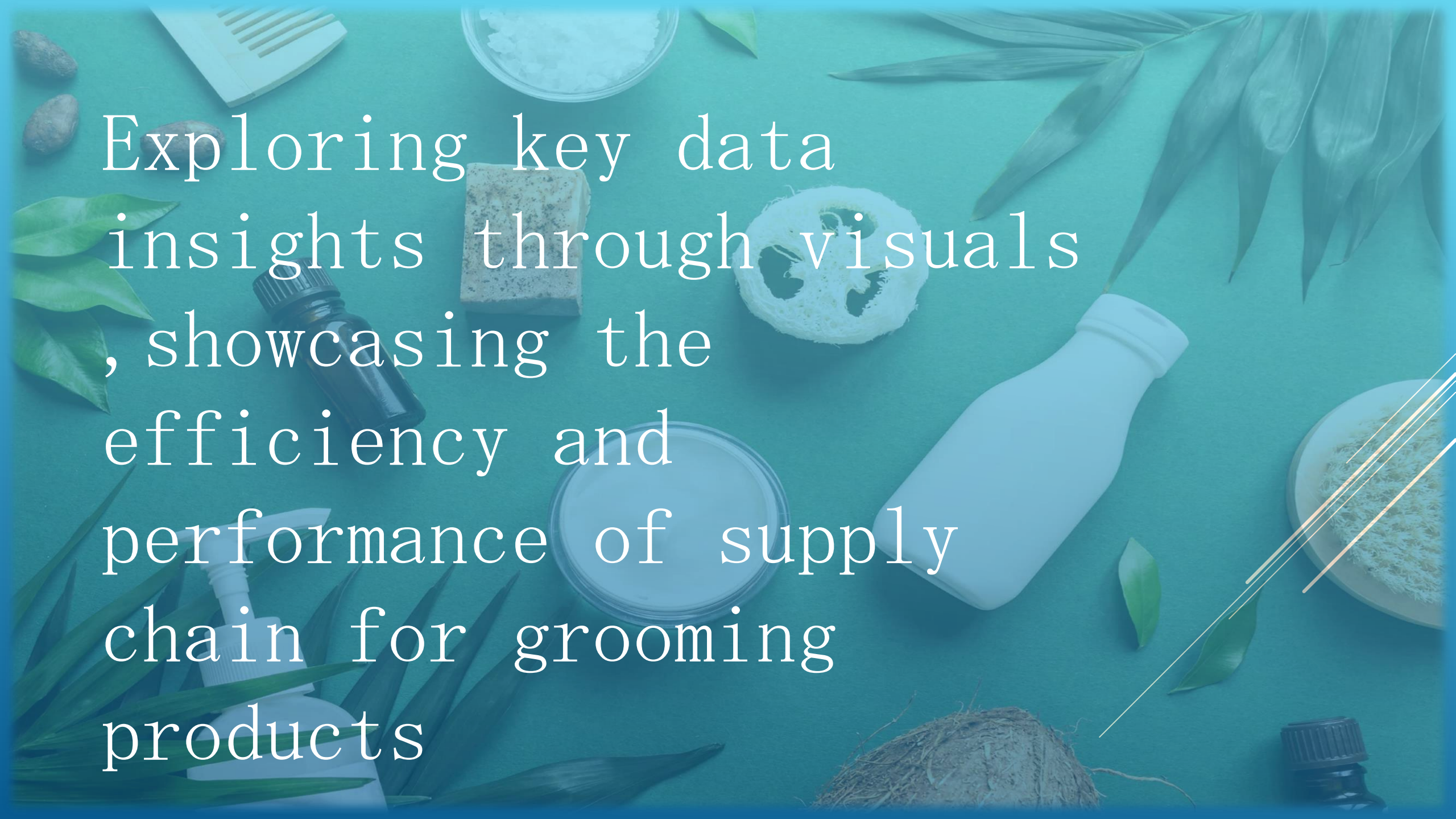
Enhancing efficiency in skincare and haircare
product distribution

INTRODUCTION

Supply Chain Management (SCM) is the process of optimizing the flow of goods, services, and information from raw materials to final products reaching consumers. It involves coordinating various stages such as procurement, production, warehousing, transportation, and distribution. In the context of cosmetics, including skincare and haircare products, effective SCM ensures that high-quality products are delivered on time, at the right place, and at optimal costs, while maintaining strong supplier relationships and meeting consumer demand. SCM plays a crucial role in enhancing efficiency, reducing costs, and maintaining product quality in the beauty and personal care industry.

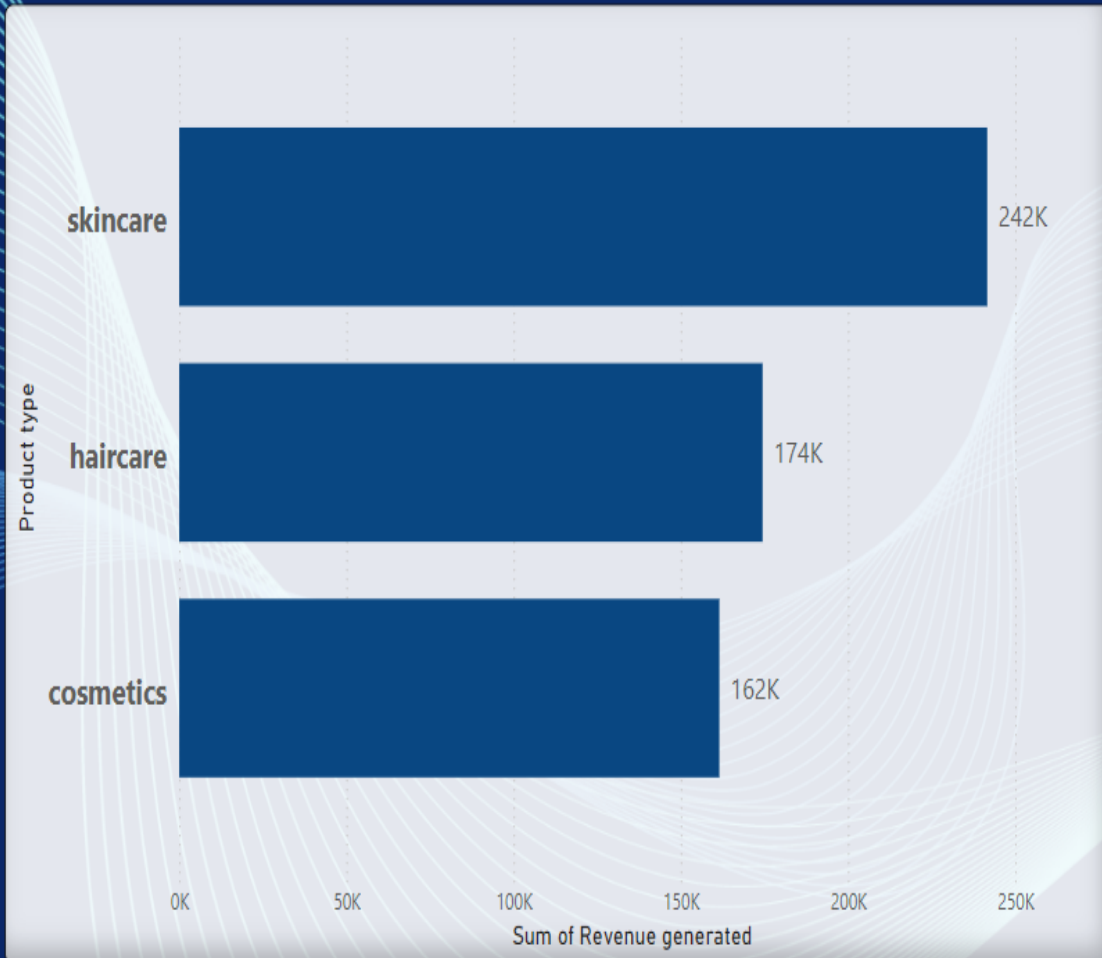
Supply chain management





Exploring key data
insights through visuals
, showcasing the
efficiency and
performance of supply
chain for grooming
products

TOTAL REVENUE GENERATED BY PRODUCT TYPE

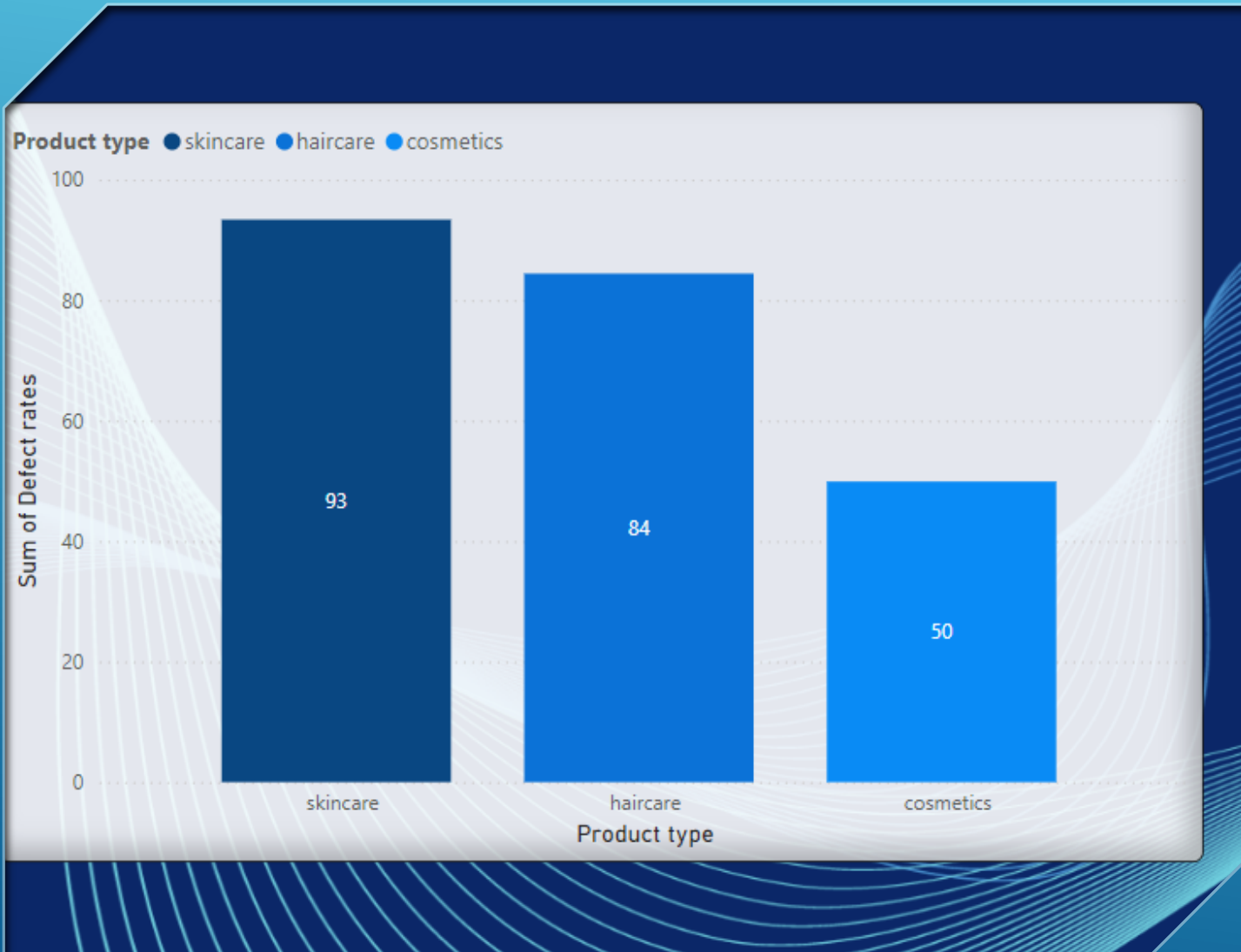


The stacked bar chart shows the total revenue generated by the product type and gives the result that skincare products generate maximum profit.

REASON :

- High Demand - due to increasing awareness of skincare and beauty routine driven by social media and influencers.
- Premium Pricing – companies set high price and peoples do purchase it to ensure high quality ingredients.
- Diverse Products – it offers wide product from basic moisturizer to specialized treatment like anti-ageing creams and serums thus it attracts broad customer base.

DEFECT RATES BY PRODUCT TYPE



Defect Rate refers to the proportion of defective items.

In the given column chart skin care product have more defect rate as compare to haircare and cosmetics.

REASONS:

- Complex Formulations – skincare products contain a variety of active ingredients which can be sensitive to environmental conditions like temperature and humidity.
- Shelf Life and Stability – skincare often have shorter shelf life compared to other cosmetics so defects can arise if the product is not stored or handled correctly.

Importance of reducing defect rates



Increased customer satisfaction



Reduced Costs

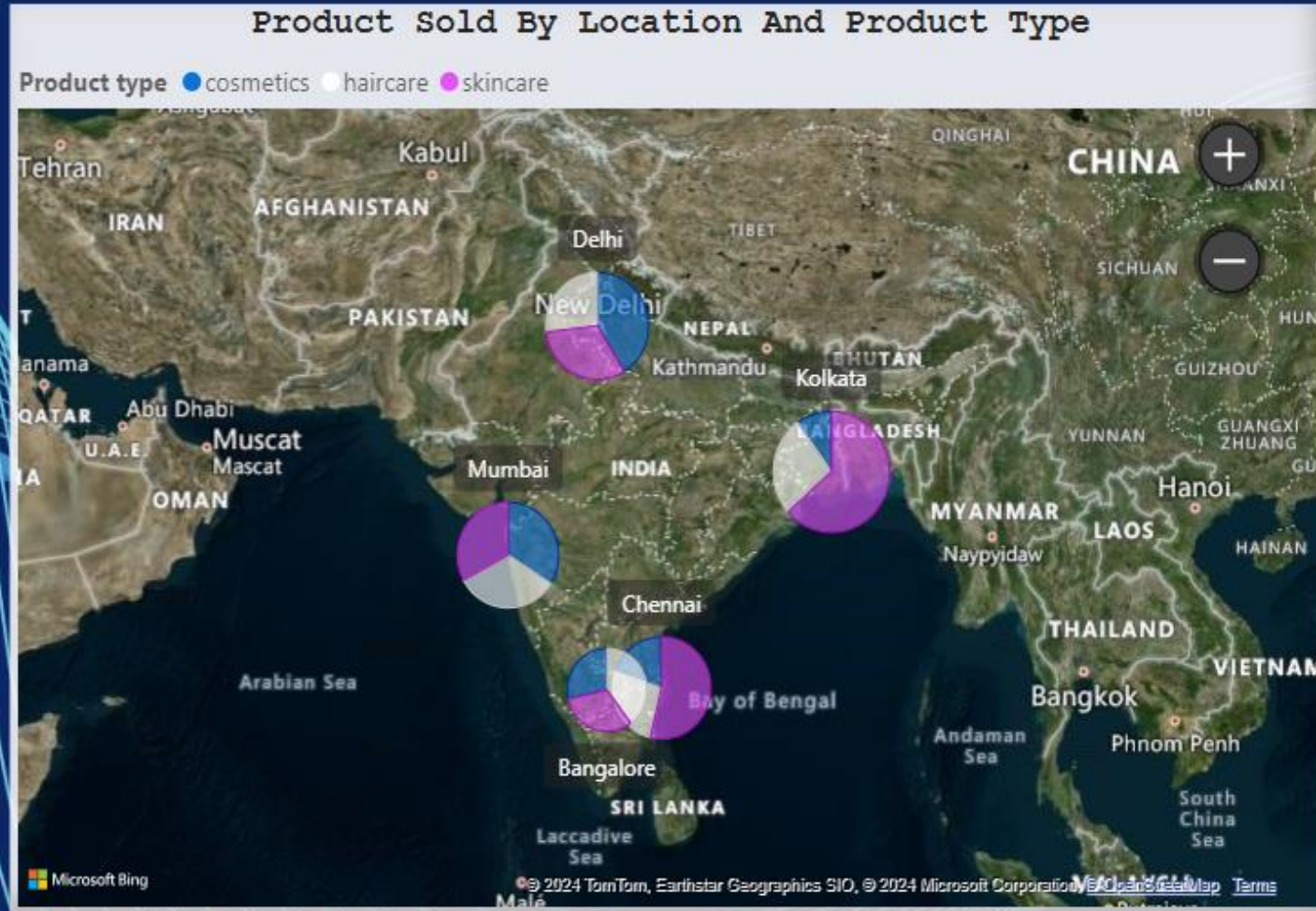


Improved quality



Competitive advantage

PRODUCTS SOLD BY LOCATION

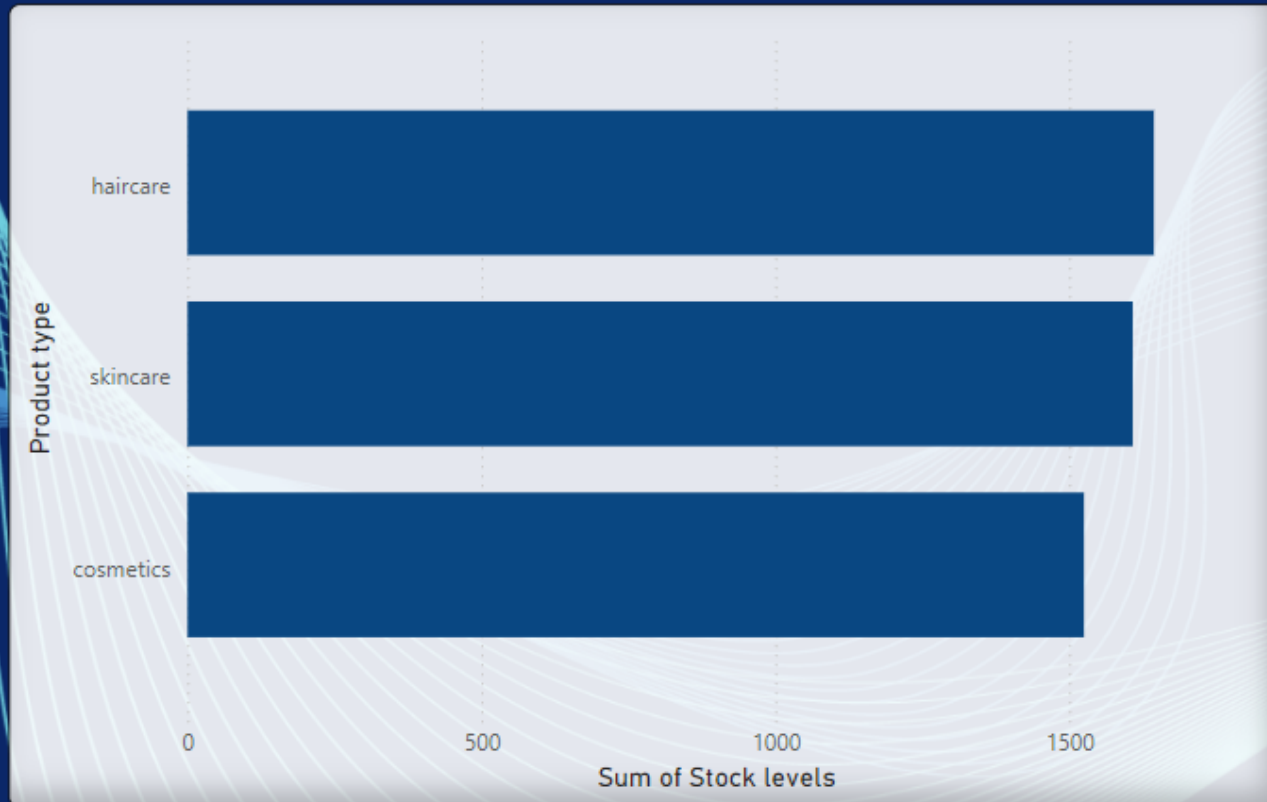


In the given map it is understood that peoples live in coastal areas prefer to buy skincare products and second they prefer to buy haircare products.

REASONS:

- Exposure to Sun and Saltwater – it can dry out and damage the skin , this increases the demand for skincare products like moisturizers ,sunscreens.
- Active Lifestyle – people living in coastal areas often engage in outdoor activities like swimming , surfing and beach sports thus increasing the need of skin and haircare products.
- Tourism – Coastal areas attract tourists who are more likely to purchase skin and haircare products during they stay.

STOCK LEVELS BY PRODUCTS TYPE



Stock levels refers to the quantity of products or materials that a company has available at any given time, so managing stock levels is crucial for ensuring that there is enough inventory to meet customers demand.

KEY INSIGHTS:

- Supply Chain Consideration – to avoid disruption in supply chain companies often maintain high stock of products in demand.
- Consumer Behaviour – consumer tend to purchase hair and skincare products regularly this consistent demand encourages companies to keep higher stocks.

How stock availability can drive business forward



Optimize Inventory Levels



Improve Product Availability



Increase Sales and Revenue



Identify Trends and Opportunities



Improve Customer Satisfaction



Inventory management process



Collect data

Gather inventory info to identify strengths and weaknesses.

Build ID method

Determine how you want your inventory organized.

Choose a system

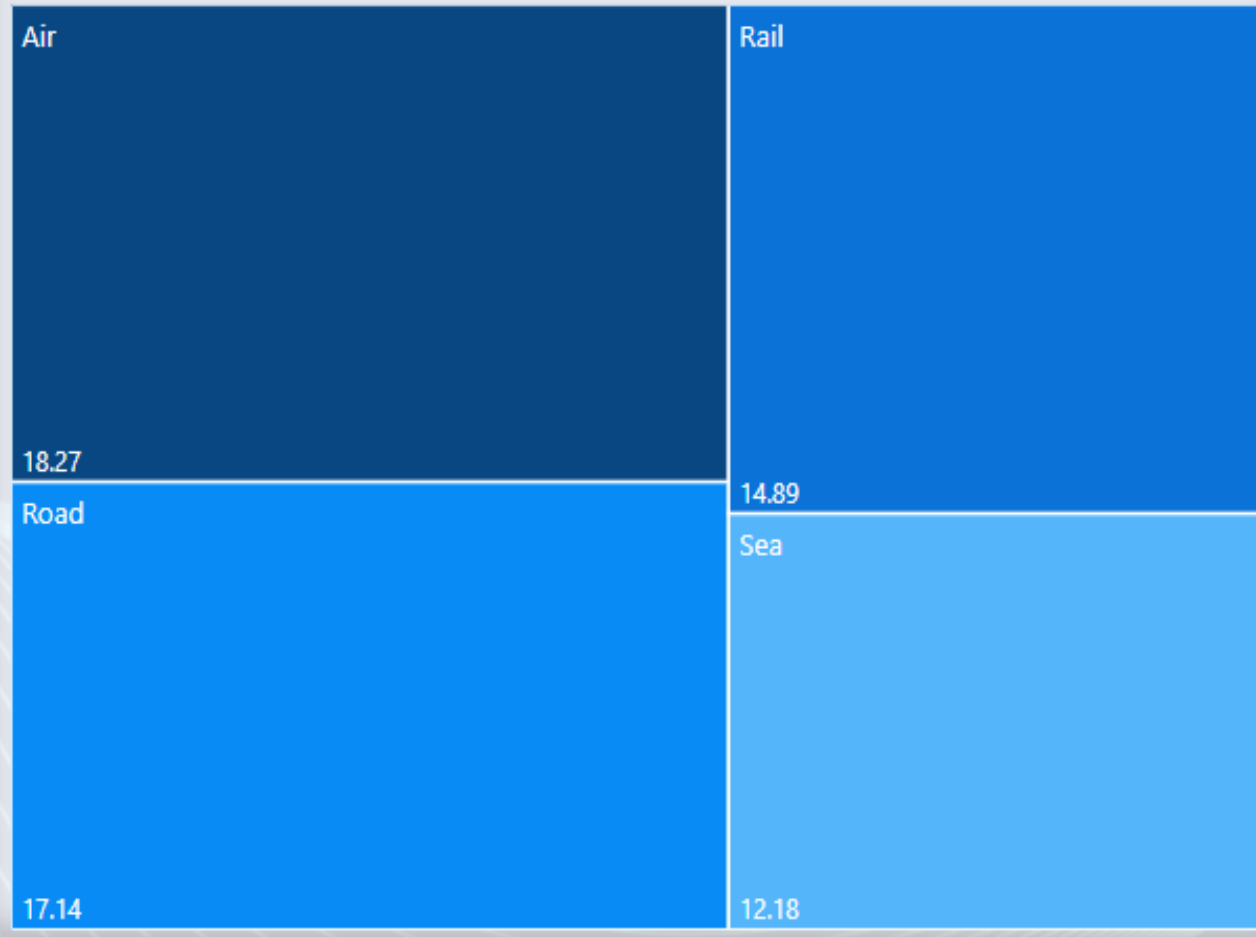
Pick the inventory management system that meets your unique needs.

Utilize software

Consider automating the process with inventory software.

LEAD TIME BY TRANSPORTATION MODES

Average of Lead times by Transportation modes



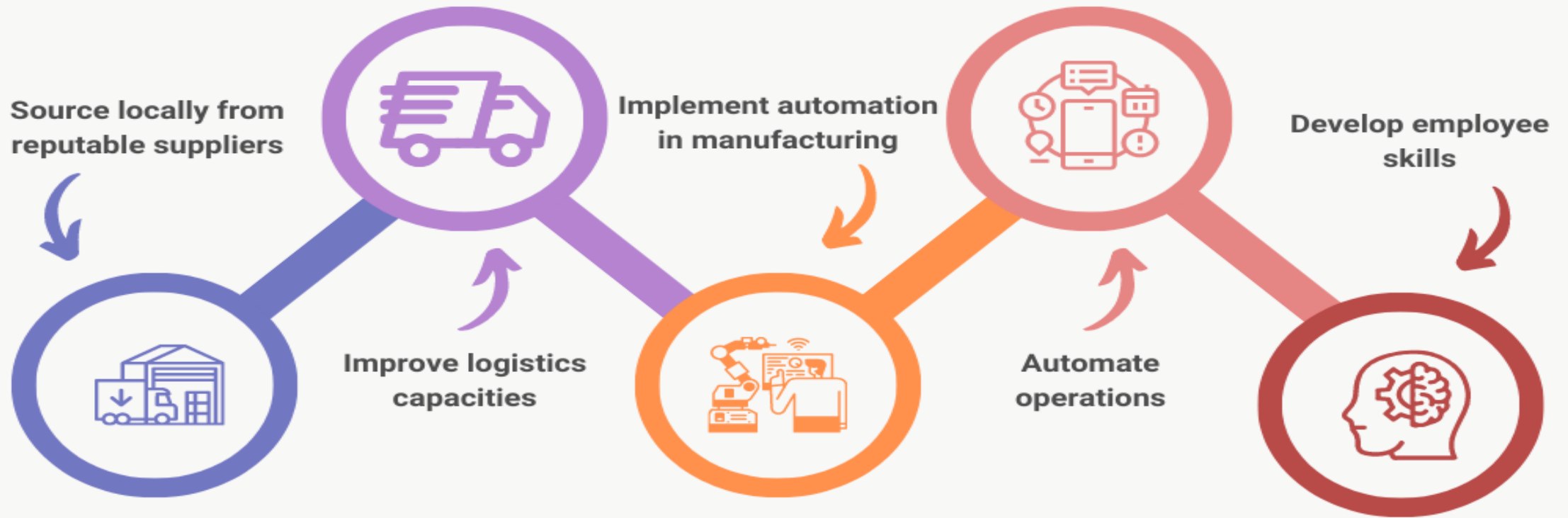
Lead time in SCM means total time it takes from the order of the product until it reaches to customer.

PROCESS:

1. Order Processing Time: time taken to process the order after it is received.
2. Production Time: the time required to manufacture or prepare the good.
3. Transportation Time: time taken to supply the goods from supplier to customer.

From the given tree map it is understood that rail and sea modes are more efficient and fast as it has relatively less lead times.

How to shorten lead time



SUPPLY CHAIN MANAGEMENT DASHBOARD

Product type

- ☐ cosmetics
- ☐ haircare
- ☐ skincare

577.60K

Sum of Revenue generated

4.95K

Sum of Price

15.96

Average of Lead times

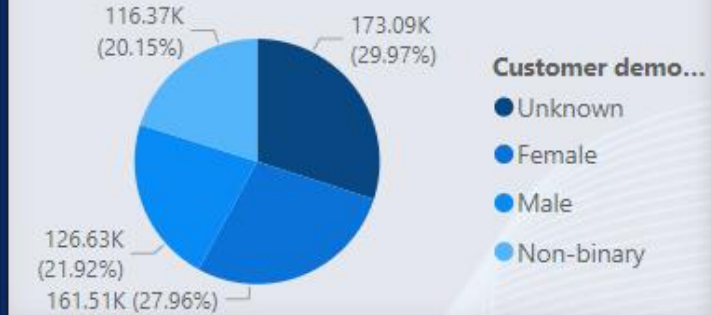
227.72

Sum of Defect rates

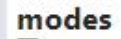
Total Revenue Generated By Product Type



Revenue By Customer Demographics



Transportation modes



Sea

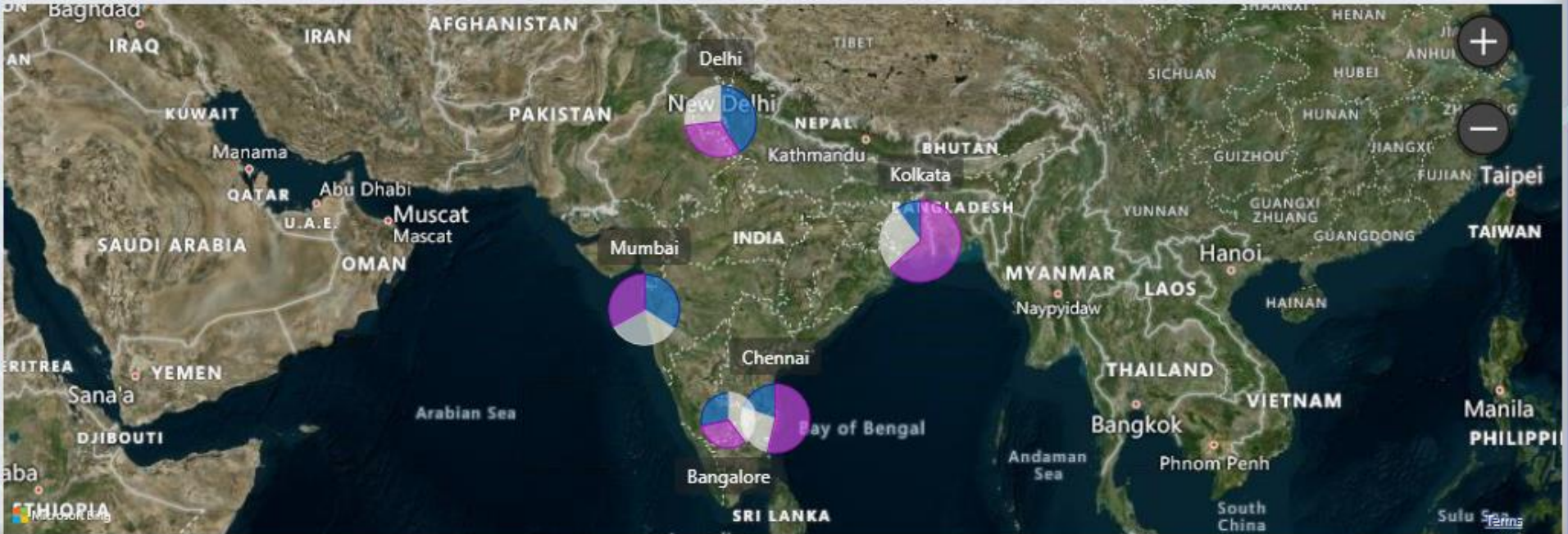
Road

Rail

Air

Product Sold By Location And Product Type

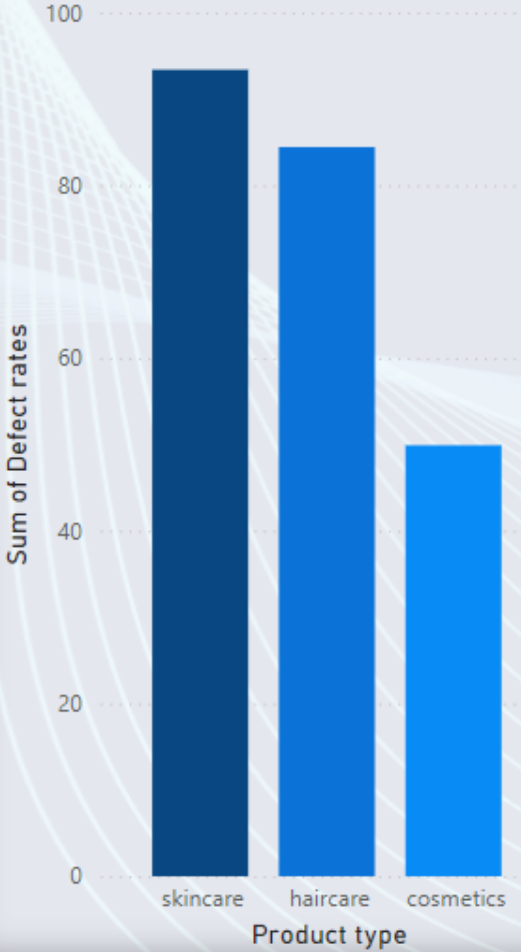
Product type ● cosmetics ● haircare ● skincare



SUPPLY CHAIN MANAGEMENT DASHBOARD

Sum of Defect rates by Product type and Product type

Product... ● skincare ● haircare ● cosmetics



4840

Sum of Availability

554.81

Sum of Shipping costs

Transportation modes

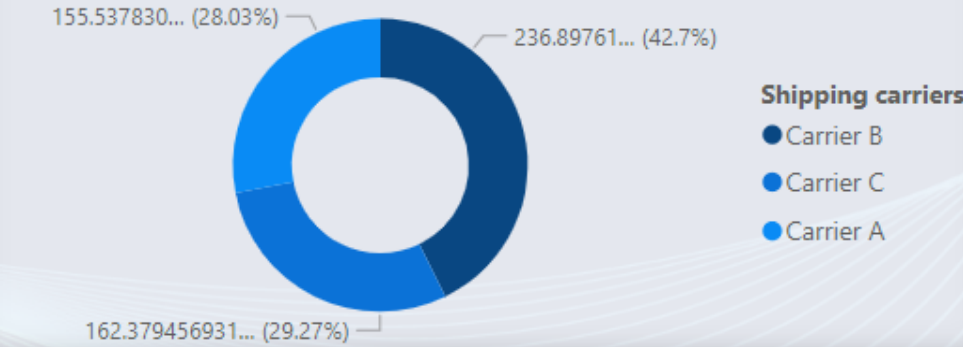
Air

Rail

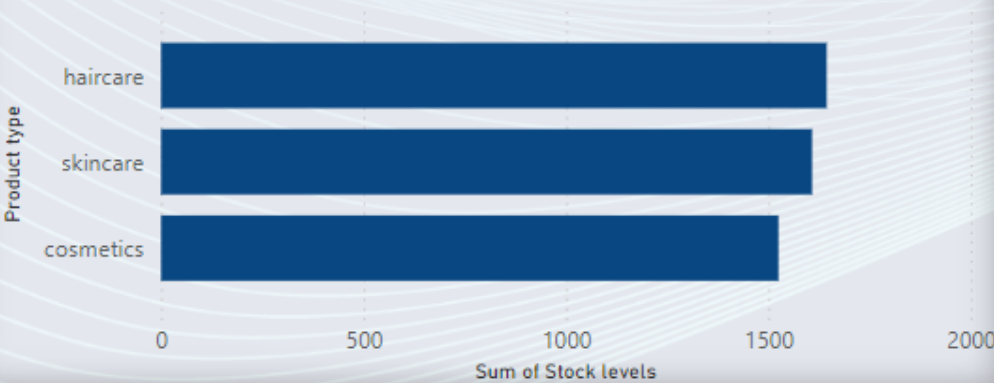
Road

Sea

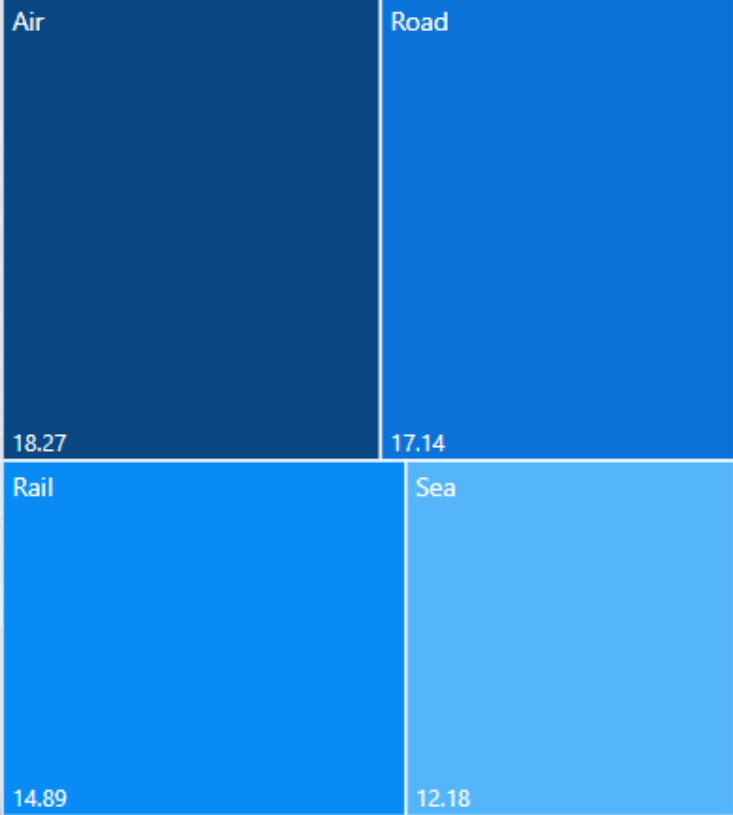
Sum of Shipping costs by Shipping carriers



Sum of Stock levels by Product type



Average of Lead times by Transportation modes



SUMMARY

The supply chain management for skincare and haircare product focuses on ensuring smooth and efficient operations, from sourcing raw materials to delivering finished products. By optimizing procurement, production, and distribution processes we can reduce costs and minimize delays and meet consumer demand. A well-managed supply chain enhances product availability, improves customer satisfaction, and drives business growth in the competitive beauty industry.

Thank you

Several thin, white, parallel diagonal lines are located in the bottom right corner of the image, extending from the right edge towards the center.