

# Case Study: Supplies4medics



**Course:** Operations and Supply Chain Management

**Instructor:** Assoc. Prof. Andreas Kakouris

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**University of New York Tirana**

**Master of Science in Data Science and Business Analytics**

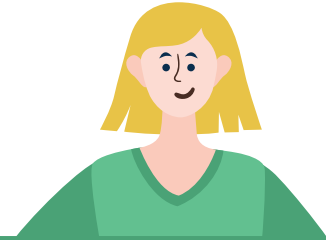
# Our Team



Danja Nako



Endi Triço



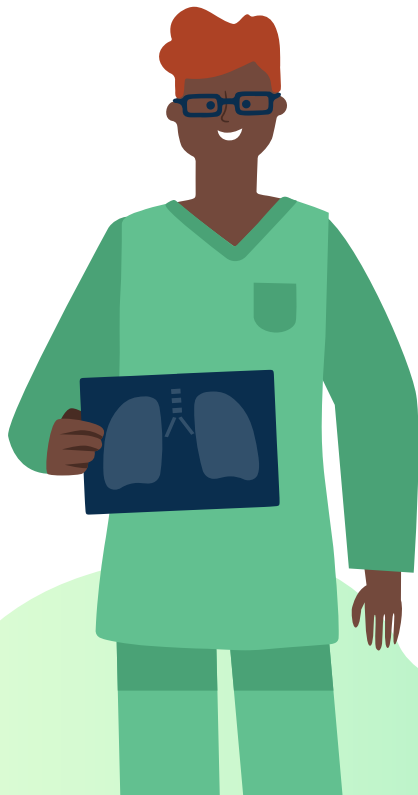
Ana Përduka



# Overview

**Company Overview:** Founded nearly 20 years ago, this leading direct mail supplier of medical hardware and consumables in Europe caters to many medical organizations.

**Recent Performance:** Despite a turnover increase of over 25% to €120 million, profit growth was not as significant, with a slow decline in customer satisfaction and increased inventory levels straining cash flow, necessitating additional borrowing.



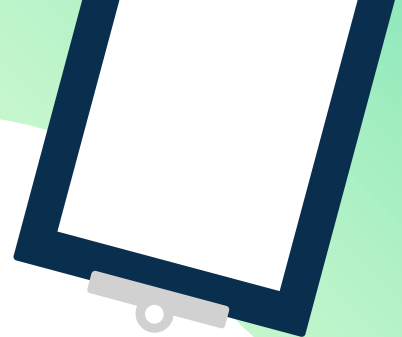
**Challenges Identified:** The company faces high inventory holding costs of 15% per annum, outdated reorder levels and quantities, high costs of placing and administering orders, and frequent stockouts of about 500 SKUs despite having 10 weeks of inventory cover.

**Operational Review:** There is an urgent need to review the purchasing and inventory management systems.

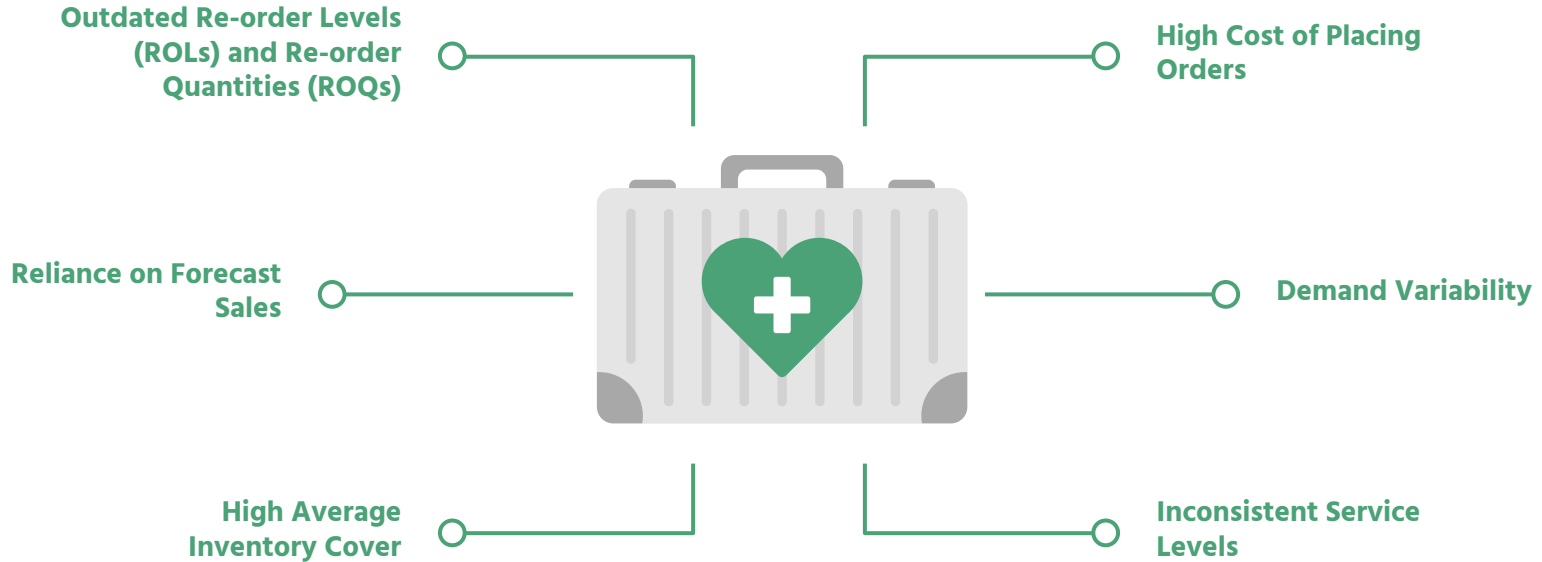


# 04

## Question



# Causes of the Availability Problem

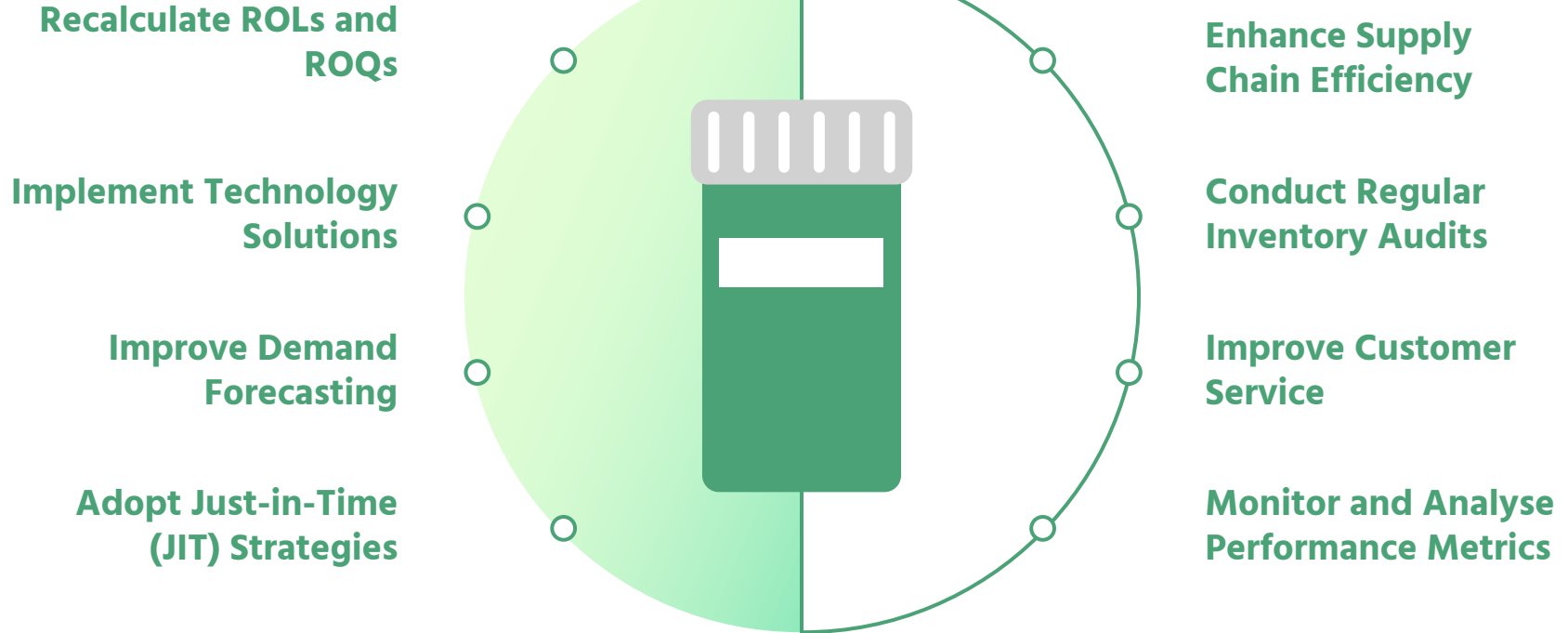




# 06 Question



# What Recommendations Would You Give to the Company?





# Thank you for your attention

Do you have any questions?

