

In-Depth Report on FMCG Atliq Supply Chain Management

1. Introduction:

FMCG Atliq Supply Chain Management operates in a dynamic market environment where efficiency and reliability are paramount. This in-depth report delves into various aspects of the supply chain, providing detailed insights into performance metrics, customer behaviour, product categories, regional trends, and recommendations for improvement.

2. Performance Metrics Analysis:

• Order Fulfilment:

- **Total Order Quantity:** 13,426,936
- **Total Delivery Quantity:** 12,969,157
- **Total Undelivered Quantity:** 457,779
- **OTIF (On time in full) Percentage:** 29.02%
- **OT (On time) Percentage:** 59.03%
- **IF (In full) Percentage:** 52.78%

The analysis indicates room for improvement in order fulfilment metrics, particularly in enhancing OTIF and IF percentages to ensure timely and complete deliveries.

• Product Fill Rates:

- **VOFR (Volume fill rate) Percentage:** 96.59%
- **LIFR (Line fill rate) Percentage:** 65.96%

While volume fill rates are satisfactory, line fill rates suggest potential inefficiencies in fulfilling entire orders.

3. Customer Insights:

• Customer Distribution:

- **Total number of customers:** 15

Ahmedabad emerges as a significant market with high delivery quantities despite not leading in order quantity. Surat, however, exhibits lower delivery quantities compared to Ahmedabad and Vadodara.

- **Customer Performance:**

- **Propel Mart** consistently displays the highest delivery to order ratio, indicating efficient order processing and fulfilment.
- **Lotum Mart, Acclaimed Stores, and Coolblue** lag behind in OTIF and IF percentages, suggesting potential issues in their supply chain processes.

- **Top Performing Customers:**

- **Propel Mart:** Consistently demonstrates high delivery to order ratio, indicating efficient supply chain processes.
- **Atlas Stores:** Exhibits strong performance in terms of OTIF percentage, showcasing reliability in on-time and complete deliveries.
- **Expression Stores:** Shows consistently high delivery quantities, particularly during specific months and in certain regions, indicating strong demand and effective supply chain management.

- **Least Performing Customers:**

- **Lotus Mart:** Lags behind in both OTIF and IF percentages, suggesting potential issues in supply chain processes leading to delays and incomplete deliveries.
- **Acclaimed Stores:** Displays consistently lower delivery quantities, especially in specific regions and months, indicating potential inefficiencies or challenges in the supply chain.
- **Coolblue:** Shows lower OTIF and IF percentages compared to other customers, highlighting areas for improvement in delivery efficiency and reliability.

4. Product Category Analysis:

- **Category Performance:**

- **Dairy products**, especially **milk, curd, and butter**, demonstrate high delivery quantities, indicating strong demand and effective supply chain management.
- **Ghee**, within the Dairy category, experiences lower delivery quantities, necessitating further analysis to identify and address underlying issues.

- **Fill Rate Variations:**

- Biscuits 750 exhibit the highest VOFR and LIFR percentage, while Butter 250 shows the lowest, indicating varying efficiencies across product categories.

5. Regional and Seasonal Trends:

- **Regional Performance:**

- Expression Store customers consistently show high delivery quantities, particularly in April and June, and in Vadodara during August.
- Acclaimed Store customers consistently exhibit lower delivery quantities, especially in Surat during March, April, and June, and in Vadodara during August.

6. Recommendations for Improvement:

- **Operational Enhancements:**

- Implement measures to improve OTIF and IF percentages, such as streamlining inventory management and optimizing delivery routes.
- Provide additional training and support to customers with consistently low performance metrics to address underlying issues.

- **Category Optimization:**

- Conduct detailed analysis of low-performing categories like Ghee to identify bottlenecks and implement strategies for improvement.
- Leverage insights from high-performing categories to optimize inventory management and distribution processes.

- **Regional Strategy:**

- Tailor distribution strategies based on regional and seasonal trends to ensure efficient allocation of resources and timely deliveries.
- Collaborate closely with customers in regions exhibiting lower delivery quantities to understand specific challenges and devise targeted solutions.



Unfortunately, the customers that probably not renewing contracts and their Reasons:

- **Lotus Mart:** Potential challenges in supply chain efficiency and customer satisfaction issues.
- **Acclaimed Stores:** Consistently lower delivery quantities, particularly in specific regions and months, indicating potential inefficiencies or challenges in the supply chain.
- **Coolblue:** Lower OTIF and IF percentages compared to other customers, suggesting dissatisfaction or operational challenges.