

Report on Recommendations for Improving Service at AtliQ Mart-Supply Chain

I. Executive Summary

This report outlines actionable recommendations for AtliQ Mart to address supply chain challenges and achieve operational excellence. Key focus areas include improving delivery metrics, enhancing performance tracking, optimizing delivery processes, establishing customer feedback mechanisms, and investing in staff development. These strategies aim to ensure timely and complete order fulfillment, build stronger customer relationships, and enhance supply chain efficiency.

II. Recommendations

1. Enhancing Delivery Metrics: OT%, IF%, and OTIF%

Improving On-Time (OT), In-Full (IF), and On-Time In-Full (OTIF) delivery rates is critical to enhancing AtliQ Mart's service performance. The following strategies are recommended:

1.1 Optimize Replenishment Cycles

- Leverage historical demand trends to improve stock forecasting.
- Ensure critical products are consistently available in distribution centers, reducing the risk of stockouts.

1.2 Segment and Prioritize Key Customers

- Focus on six key customers—Acclaimed Stores, Lotus Mart, Vijay Stores, Rel Fresh, Cool Blue, and Propel Mart—who account for 53% of total orders.
- Allocate resources to prioritize their fulfillment, maximizing operational impact.

1.3 Targeted City-Specific Interventions

- **Ahmedabad:** Improve IF% and OTIF% performance for Sorefoz Mart.
- **Surat:** Resolve stock-related issues affecting Info Stores.
- **Vadodara:** Enhance IF% and OTIF% metrics for Elite Mart and Vijay Stores.

1.4 Improve Lead Time Management

- For customers experiencing delayed deliveries (e.g., Acclaimed Stores, Cool Blue, and Lotus Mart), streamline supply chain processes to reduce delays of 2-3 days.

2. Establishing Daily Performance Tracking and Reporting

A robust tracking system is essential for identifying performance gaps and taking timely corrective action.

2.1 Real-Time Dashboards

- Utilize Power BI to create dashboards that monitor OT%, IF%, and OTIF% metrics daily.
- Share dashboards with key stakeholders to ensure transparency and accountability.

2.2 Automated Alerts

- Implement alert systems to notify teams of metrics falling below threshold levels, enabling immediate intervention.

2.3 Granular Data Visualization

- Break down performance metrics by city and customer to quickly pinpoint problem areas and implement targeted improvements.

3. Creating Customer Feedback Mechanisms

Building strong relationships with customers through effective feedback mechanisms is essential for continuous improvement.

3.1 Post-Delivery Surveys

- Gather feedback after each delivery, especially from key customers like Acclaimed Stores and Lotus Mart, to identify and resolve pain points promptly.

3.2 Monthly Review Meetings

- Conduct regular meetings with top customers to review service performance and align expectations.

4. Optimizing the Delivery Process

Efficient delivery processes are vital to maintaining high service standards.

4.1 Route Optimization

- Implement advanced algorithms or software tools to optimize delivery routes, minimizing transit times for critical customers.

4.2 Collaboration with Transportation Partners

- Work closely with logistics providers to address transit delays and ensure timely delivery of shipments.

4.3 Warehouse Management Best Practices

- Enhance picking, packing, and dispatching processes to eliminate delays in outbound shipments.

5. Training and Developing Staff

Empowering staff with the right skills and incentives will drive sustainable performance improvements.

5.1 Training on Supply Chain Analytics

- Train the supply chain team to utilize tools like Power BI and Excel for interpreting data and taking proactive actions.

5.2 Reward-Based Motivation

- Introduce rewards tied to achieving service-level targets, such as maintaining OTIF% above a predefined threshold.

5.3 City-Specific Ownership

- Assign dedicated supply chain managers to oversee performance in key cities (e.g., Ahmedabad, Surat, Vadodara) and take accountability for improving metrics.

6. Additional Recommendations

6.1 Pilot Testing in Key Cities

- Test the proposed improvements in Ahmedabad, Surat, and Vadodara before scaling them across other locations.

6.2 Enhancing IT Infrastructure

- Invest in an ERP system to integrate real-time order tracking, inventory management, and performance reporting.

6.3 Customer Collaboration

- Share demand forecasts with key customers to improve coordination and reduce last-minute order surges.

III. Conclusion

By implementing these recommendations, AtliQ Mart can address its current supply chain inefficiencies, strengthen relationships with key customers, and achieve its operational goals. These initiatives will not only improve service metrics but also position AtliQ Mart as a reliable and customer-focused organization in the competitive retail market.

This report serves as a comprehensive guide for driving supply chain transformation and achieving long-term success.