

How to Use EVA for Decision-Making in Cold Chain SCM

| Decision Area | EVA Application |
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| Capex Justification | Use EVA to justify ROI on new cold storage or reefer fleet expansion |
| Vendor Selection | Choose 3PLs or cold storage partners that enhance EVA (more reliability = less spoilage) |
| Network Optimization | Identify which warehouses/routes generate higher EVA per ₹ invested |
| Process Improvements | Evaluate whether automation or IoT-based temperature tracking yields positive EVA |
| SKU Rationalization | Focus on high-margin, low-spoilage SKUs that enhance EVA |