



# Royal University of Agriculture

## Faculty of Agro-industry

Subject: **Logistic Management and inventory planning**

Lecturer: Sem Tevin



Prepared by  
**Ms. Student name**  
Bachelor in Agro-industry

# Developing a Logistics Strategy for Lucky Supermarket in Cambodia



# Objective of the Study

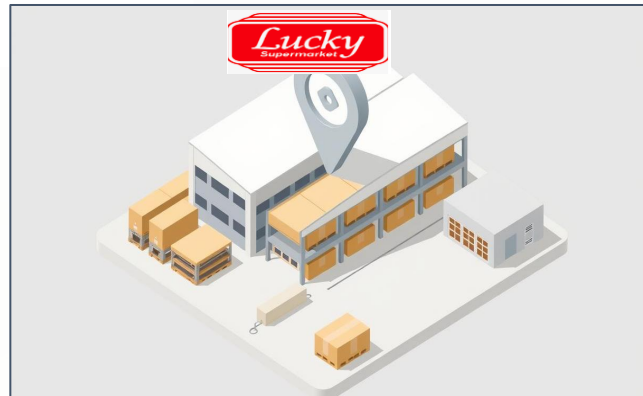
- Develop a logistics strategy to **enhance** efficiency, reduce costs, and improve customer satisfaction **Lucky Supermarket** in Cambodia



# Company Overview

Lucky Supermarket were Established on March 1993 by 4 founders

- Mr. Heng Hang Meng
- Mrs. Tang Ly Jian
- Mr. Chan Eng Por
- Mr. Tang David



- CEO : Jose Carlos Reis Bettencourt
- 89 brunches over 1,300 employees
- 2020 exceeding US\$28 billion.

**Email :** [info@dfilucky.com](mailto:info@dfilucky.com)

**Address :** No 01, Street 55P, Phum  
Trong Moan,  
Sangkat Ou Baek K'am, Khan Sen  
Sok, Phnom Penh

**Contact**  
(855) 23 885 722

First Lucky Supermarket Located in Preah Sihanouk Province  
named Lucky Preah Sihanouk Supermarket.

# Company Overview

## Selling

Fresh foods, Grocery  
Cosmetics, Beauty,  
Skin Care, Health care  
Household items  
Snacks, Beverages  
exclusive brands

## Supplier

Thailand  
Local farms  
Vietnam  
Japan  
China  
European

## Requirement

ISO 22000 (food safety)  
HACCP  
GMP  
GAP Certification



# Key Challenges



- How can we **reduce inventory costs and late deliveries**?
- How do we solve the high among of **spoilage rate and inefficient temperature storing condition** during transportation?
- How can we lower our **operation costs** in the market with **Sustainability**?

# Optimizing Cold Chain



Ambient Storage



Cold Storage (2–8°C)

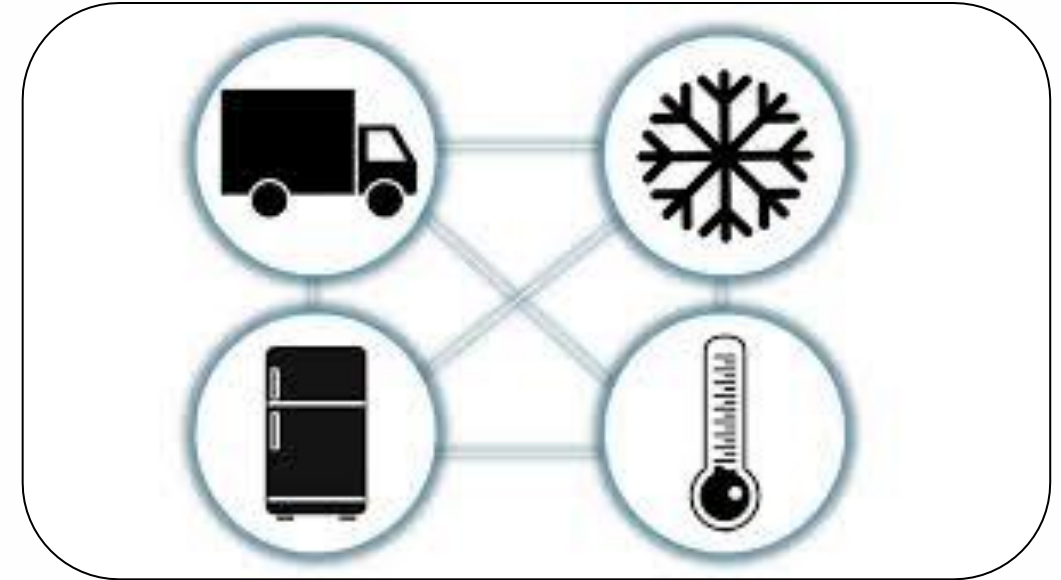


Frozen Storage (-18°C)



Temperature Tracking

Sensors monitor storage conditions 24/7



# Optimizing Inventory\Warehouse Management



Stock Availability  
Monitor stock levels 24/7



Real-Time Management  
Track products Location 24/7



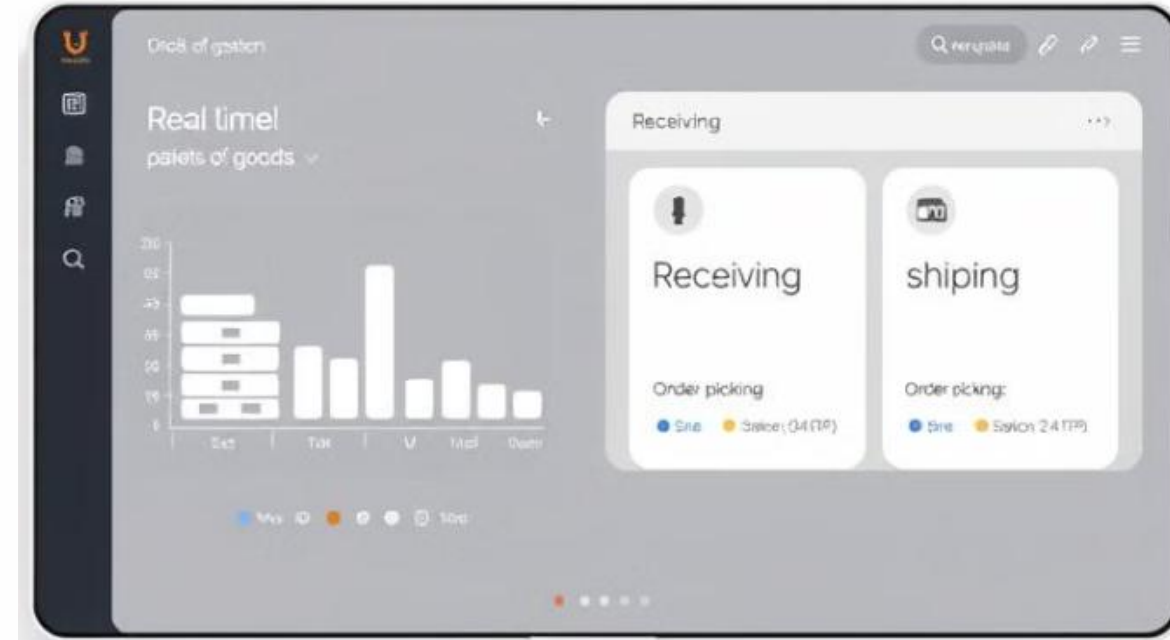
Robotics  
Automatic handling



Warehouse Management Systems  
provides 24/7 supply chain visibility



Central Warehouse Location  
Phnom Penh, Preah Sihanouk near major markets /border points





# Optimizing Transportation



Trucks



Air Flight



Ship



Motorbike

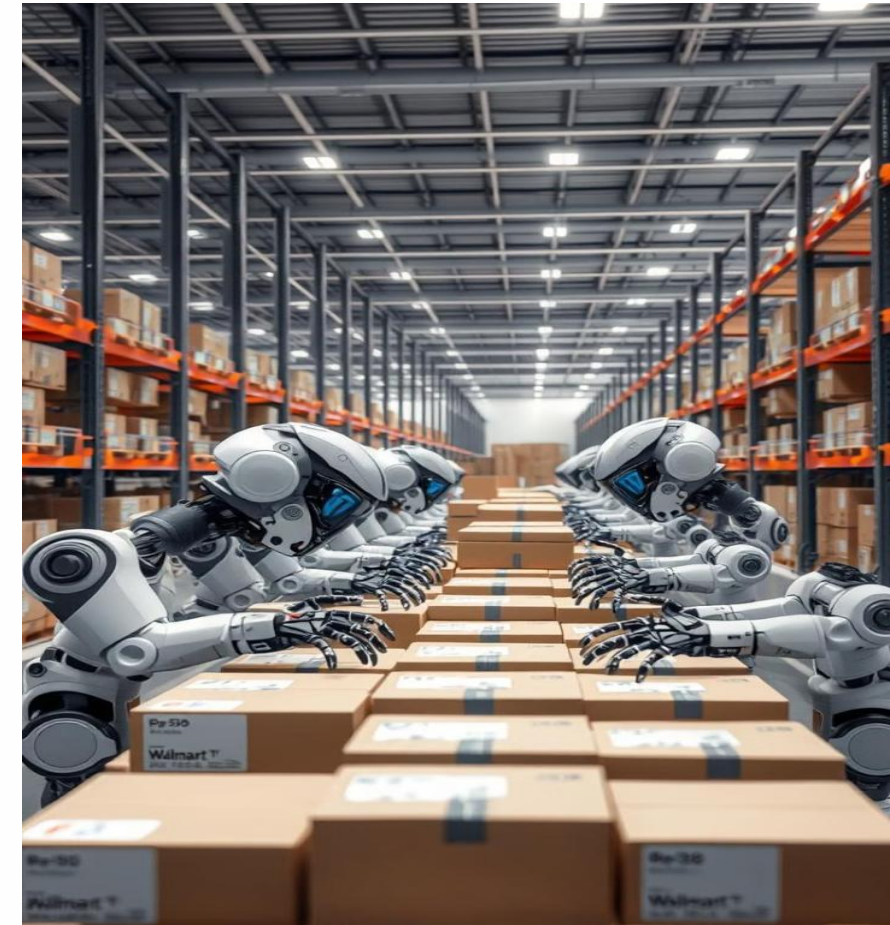


Third-party logistics (3PL) services.



# Apply Technology & Digitalization

- **Create data systems** that be able to access data across procurement, inventory, stocks, orders, and finance
- **Create dashboard** that provide information on Demanding or trending products
- **Create dashboard** that summarize inventory optimization, delivery time, Total loss, Total revenue
- **Device tracking** on vehicle health, fuel usage, GPS, Smart warehousing on temperature sensors, asset monitoring
- **Use Robot Automation** QR code scanning, Digital order picking, and Robotic sorting or handling



# Sustainability Considerations

- Optimize delivery routes and avoid traffic jam to cut down on fuel usage
- Using electric trucks or electric bike or other transportation which is more sustainable in category road, rail, air, maritime (sea), and pipeline transport.
- Using recyclable or biodegradable materials
- Applying reverse logistics for returns
- As the result These things can **reduce the operator costs**





# My Logistics Advantage at Lucky Supermarket



**Summary:** Detailed analysis of Trending/Demanding product + Product Quality + Variety Deliveries + Inventory/Warehouse management with Smart technology adoption + trusted partnerships and trusted suppliers; with these things I am confidently that this logistics strategy is efficiency, reduce costs, and improve customer satisfaction Lucky Supermarket in Cambodia

# Thank you for your attention!



- Ms. Sem Tevin
- ID: 80-221010
- Master in Human Resource Management.
- Email: [tevinsem@rua.edu.kh](mailto:tevinsem@rua.edu.kh)

