

AtliQ Mart, an FMCG manufacturer in Gujarat, faces customer contract issues due to service problems. Key customers have not renewed contracts, possibly due to delays or incomplete deliveries. To address this, the company needs to track daily 'On-Time' (OT %), 'In-Full' (IF %), and 'On-Time In-Full' (OTIF %) delivery metrics to resolve issues before expanding to new cities.

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