

Supply Chain Analysis





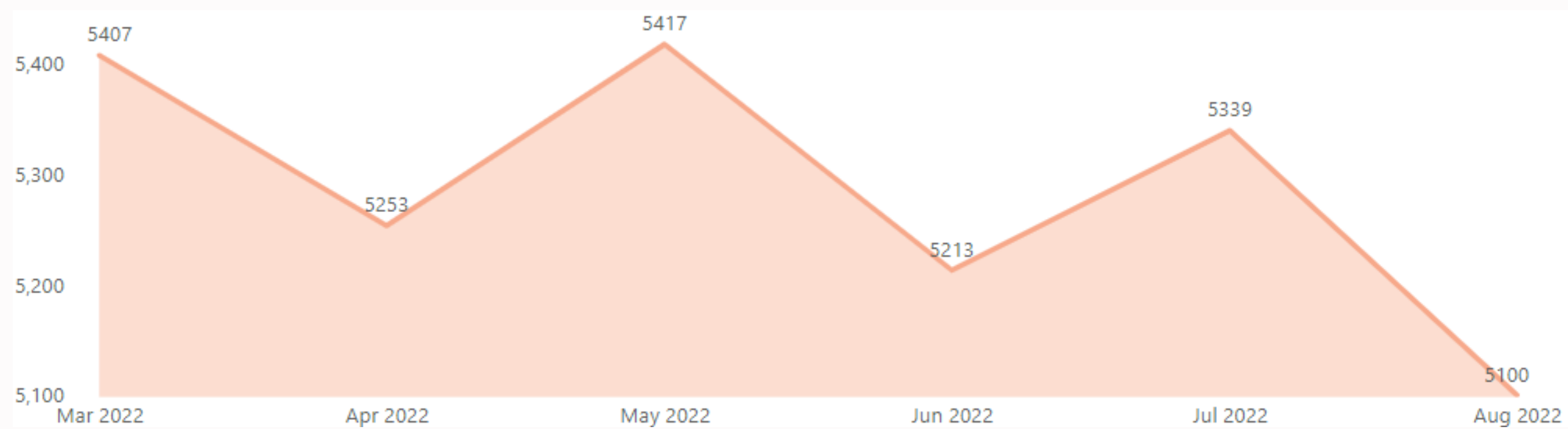
OVERVIEW

1. Business Overview
2. KPIs assessment
3. Highlight
4. Summary





Order volume fluctuated over the month, reaching a significant low point in August 2022.



- 01

Top customers:

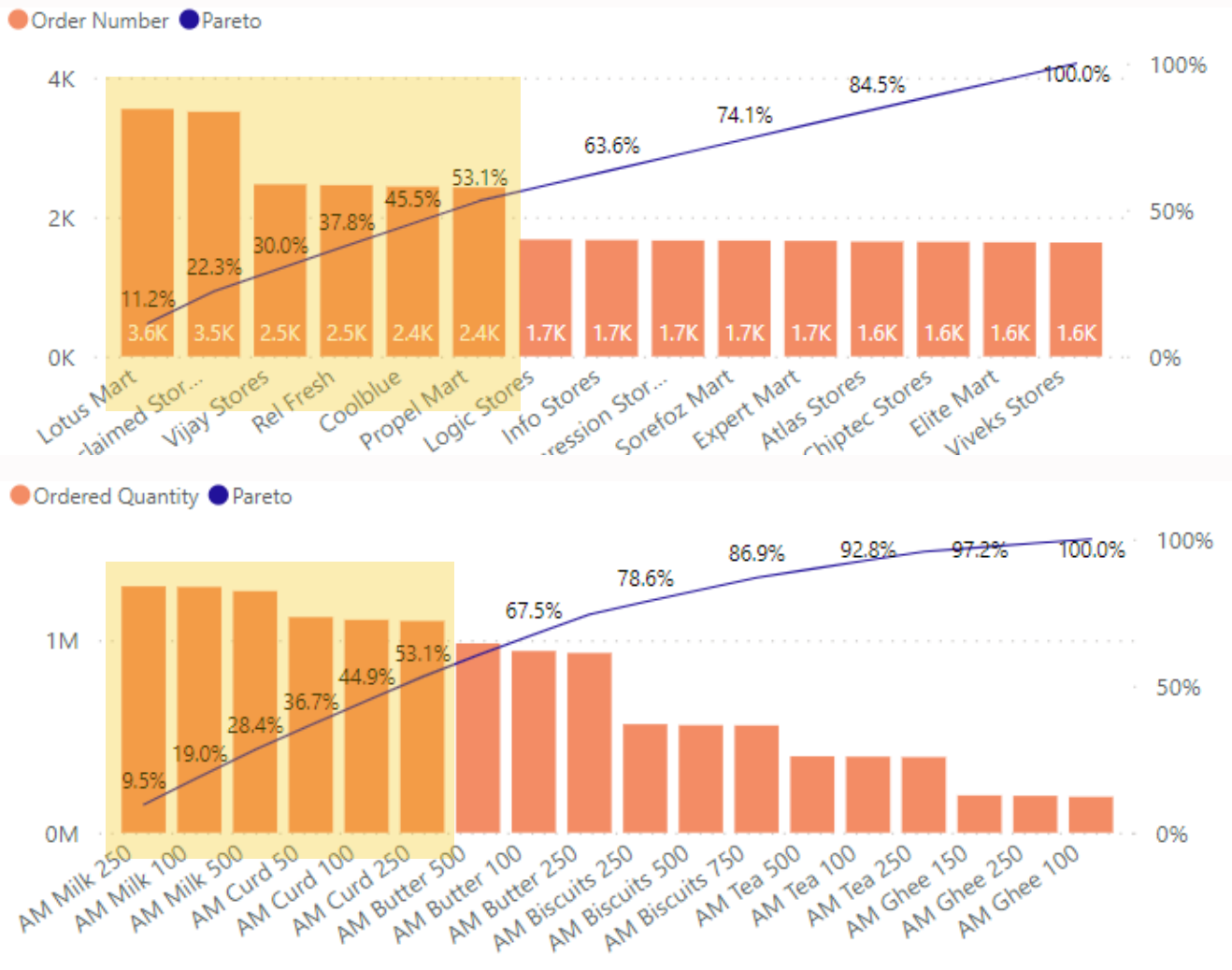
Top 6 customers account more than **50% of total number of orders**: Lotus Mart, Acclaimed Stores, Vijay Stores, Rel Fresh, Coolblue and Prepel Mart.
- 02

Top products:

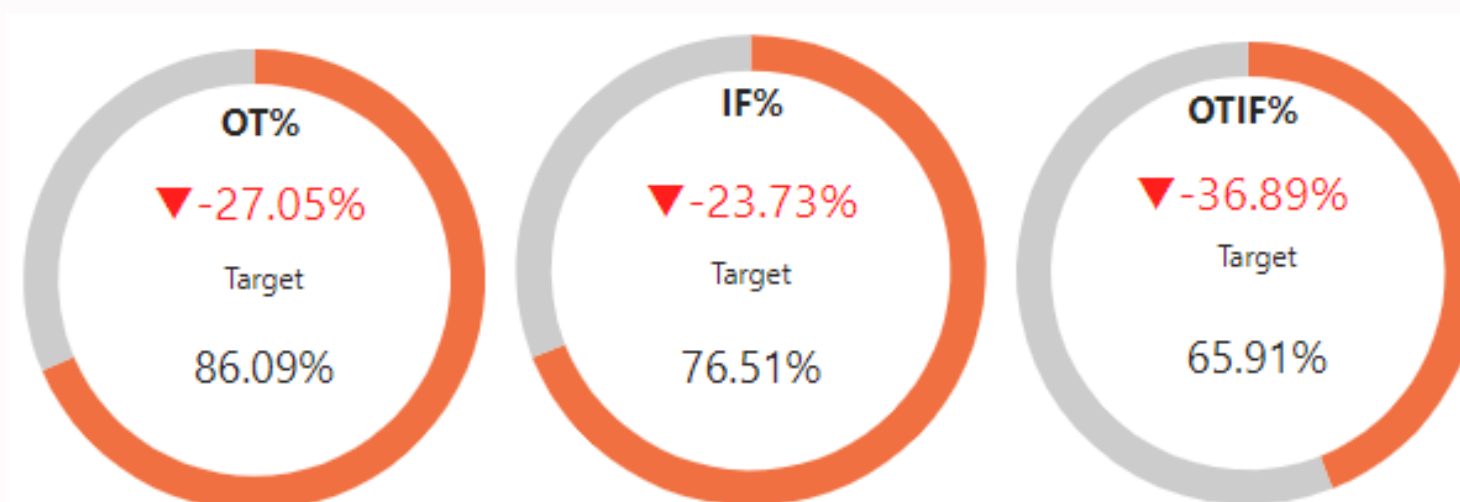
The dairy category is highly preferred among our customers, nearly double Food and beverages, including top popular products AM Milk 100/250/500, AM Curd 50/100/250.
- 03

Markets:

Our orders are evenly distributed among our primary markets: Ahmedabad, Surat, and Vadodara.



Significant underperformance persisted from March to August 2022, with all KPIs consistently 20-30% below target.

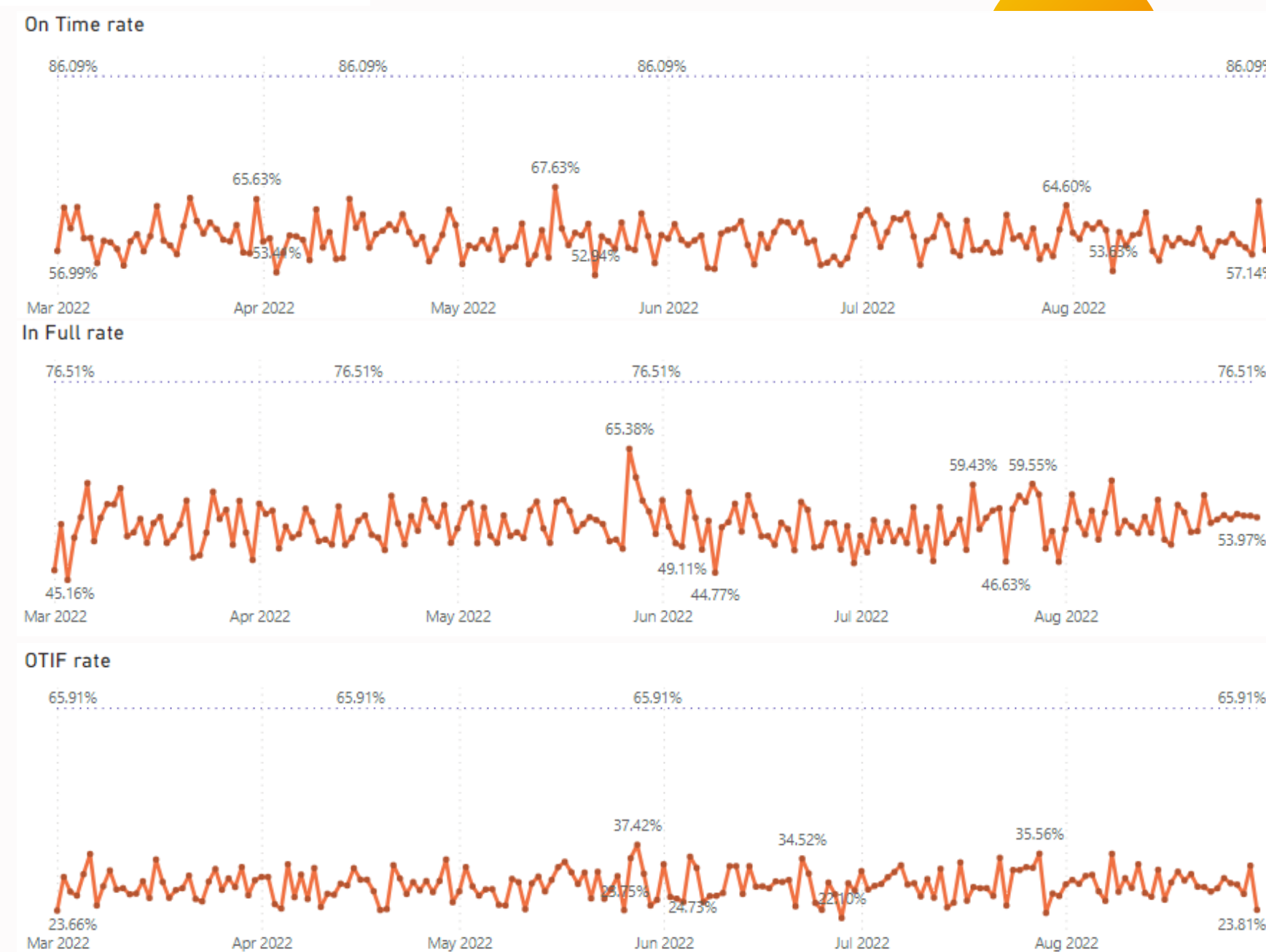


41% orders experienced delayed delivery.

47% orders were delivered partially.

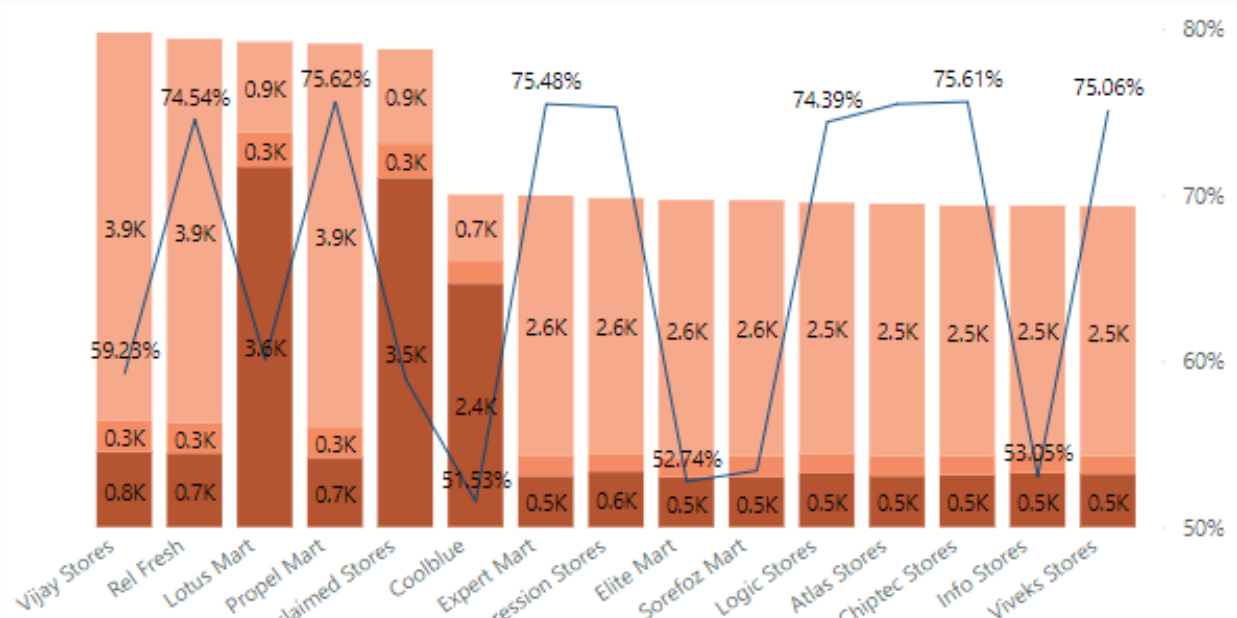
0.42 day/ order
is a average delay that every customer has experienced.

OTIF% as the poorest performance, with a significant ~37% gap from the target, indicating weak delivery capability.





- Key customers as **Lotus Mart, Acclaimed Stores and Coolblue** that have high demand, but experience bad services with over **70%** of their orders being delayed and, relatively low LIFR rate, only~**50-60%** their lines are fulfilled completely.
- Product AM butter 250, AM Biscuit 250/500, AM Tea 250 often face stock shortages that lead to low LIFR rate.



- Customers in **Vadodara** city are are facing the most unfavorable experience, with lowest rates across all KPIs.

product_name	LIFR%	LIFR% by Month	VOFR%	VOFR% by Month
AM Butter 250	63.52%		96.36%	
AM Biscuits 250	65.16%		96.58%	
AM Tea 250	65.16%		96.52%	
AM Butter 500	65.19%		96.46%	
AM Ghee 250	65.25%		96.53%	
AM Tea 100	65.32%		96.59%	
AM Milk 100	65.55%		96.54%	
AM Curd 50	65.55%		96.62%	
AM Ghee 100	65.75%		96.59%	
AM Milk 250	65.91%		96.61%	
AM Biscuits 500	66.10%		96.49%	

Delayed ...	Ahmedabad	Surat	Vadodara	Total	
+ -1	1243	1094	1270	3607	
+ 0	12531	12050	12417	36998	
+ 1	2934	2389	2932	8255	
+ 2	1819	1458	1859	5136	
+ 3	1149	851	1100	3100	
Total	19676	17842	19578	57096	

- Over the past few months, there has been no improvement across all KPIs. It is crucial that we prioritize enhancing our current services to boost customer satisfaction before considering expansion into new markets.
- Need to investigate the reasons for low performance
 - Low Infull Rate:
 - Due to **insufficient stock** => reevaluate demand planning by aligning it with Forecast market demand to ensure adequate stock
 - Or an excessive influx of orders beyond our supply capabilities => Reassess **employee capability or logistics proficiency** to improve timely delivery of goods to customers.
 - Low On time Rate
 - The **agreed delivery date** may be overly optimistic or unrealistic.
 - Low **logistics capabilities**.
- In addition to enhancing our service performance, it is essential to **prioritize building relationships with key customers**, promptly taking action to understand their needs and ensure their satisfaction.