



Fine
Scandinavia



Launching a New Kitchenware & Home-Appliance Line in Dat Cuoc, Vietnam

Presented by

Panda

SCLM 479 - Integrated Supply & Logistics Management Capstone Project

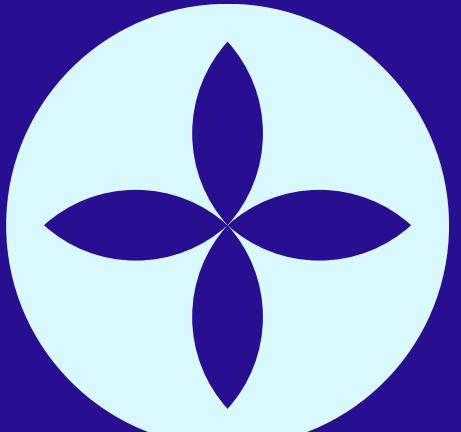
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INTRODUCTION



About business

Established in 2015 and headquartered in **Binh Duong, Vietnam**, Fine Scandinavia Co. Ltd has distinguished itself as a dynamic enterprise deeply rooted in the Scandinavian design philosophy of simplicity, functionality, and sustainability.

Fine Scandinavia Co.



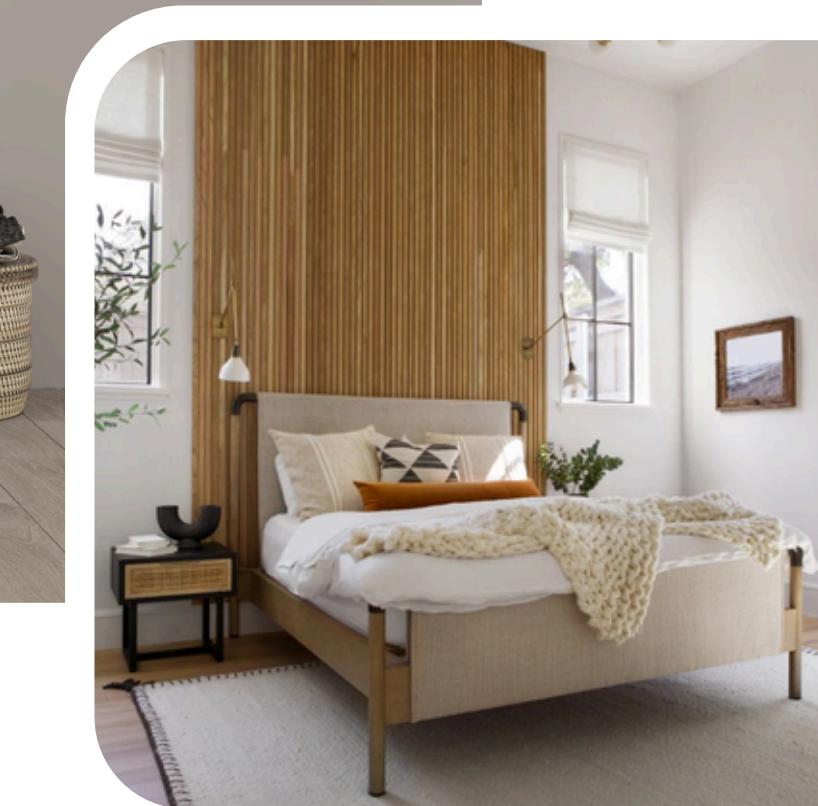
INTRODUCTION



- Designs, manufactures, and exports high-quality wooden and upholstered furniture to international **B2B clients**, particularly in **Europe** and **North America**, also offering OEM services

Fine Scandinavia Co.





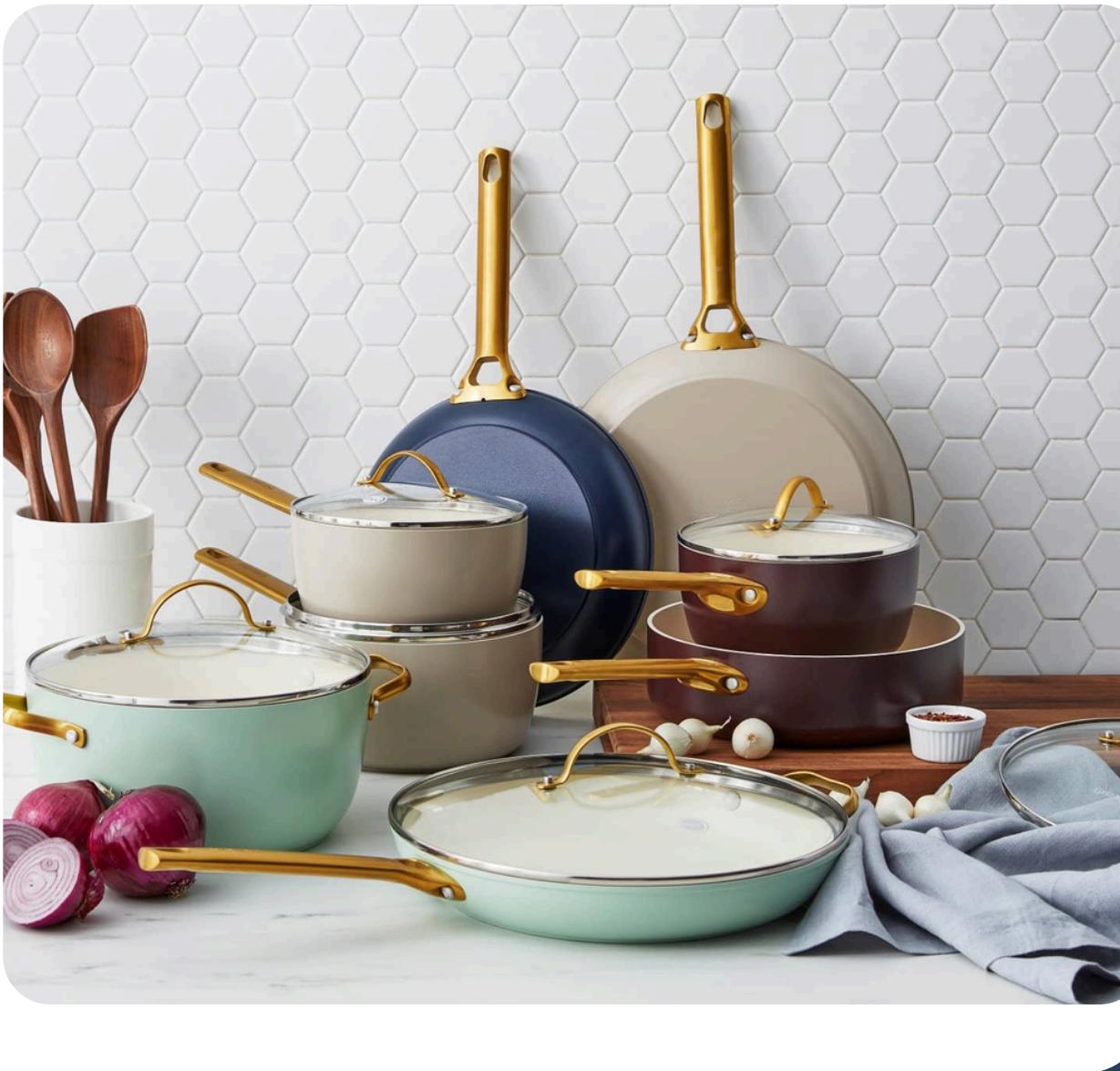
The Service

- It serves the Vietnamese market as a trusted distributor of premium Nordic **lifestyle products**, including imported kitchen appliances, tableware, and home decor from leading brands in Denmark, Sweden, and Finland.

Fine Scandinavia Co.

II. Demand Planning

A Data-Driven Roadmap for European Market Entry



- Step 1: ANALYZE
(Current Market & Growth Rates)
- Step 2: FORECAST
(5-Year Market Demand)
- Step 3: PLAN
(Fine Scandinavia's Demand Plan)

Step 1: Analyzing the 2024 Market Foundation

To forecast the future, we must first understand the present.

The "Big Number":

**16.2M Units
per Year**

**Annual demand for our 5 core
product lines in Europe.**

(Mordor Intelligence, 2024)

Where is the Growth?

Product Category	Products	Weighted in 2024	CAGR
Tri-ply Stainless-steel Cookware Set	1,692,667	10,47%	6,50%
Non-stick Hard-anodized Fry-pan	8,518,333	52,68%	5,60%
Smart Multi-cooker / Rice-Pressure Cooker (5 L)	2,766,667	17,11%	13,40%
Variable-temperature Electric Kettle (1.7 L)	2,834,286	17,53%	3,60%
Air-fryer / Turbo-convection Oven (5 L)	359,211	2,22%	9,11%
Total Estimated Market Value for These 5 Segments	16,171,164	100%	

Step 2: Forecasting Market Demand (2026-2030)

Based on the established growth rates (CAGR), we project the total demand for these five product categories will evolve as follows.

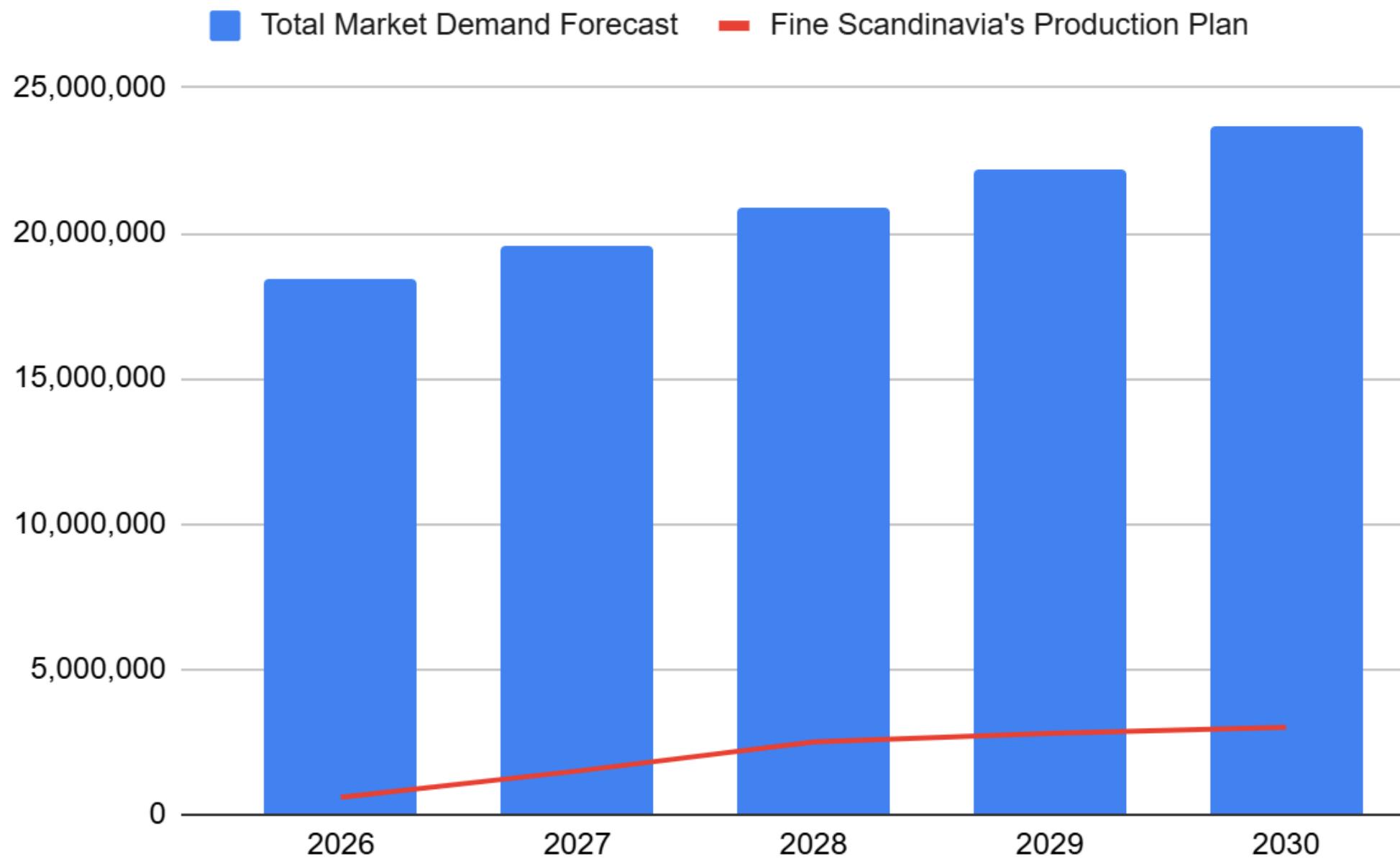
Product Category	Products in 2025	Products in 2026	Products in 2027	Products in 2028	Products in 2029	Products in 2030
Tri-ply Stainless-steel Cookware Set	1,802,690	1,919,865	2,044,656	2,177,559	2,319,100	2,469,842
Non-stick Hard-anodized Fry-pan	8,995,360	9,580,058	10,202,762	10,865,941	11,572,227	12,324,422
Smart Multi-cooker / Rice-Pressure Cooker (5 L)	3,137,400	3,341,331	3,558,518	3,789,822	4,036,160	4,298,510
Variable-temperature Electric Kettle (1.7 L)	2,936,320	3,127,181	3,330,448	3,546,927	3,777,477	4,023,013
Air-fryer / Turbo-convection Oven (5 L)	391,935	417,411	444,543	473,438	504,211	536,985
Total Estimated Market Value for These 5 Segments	17,263,706	18,385,847	19,580,927	20,853,687	22,209,177	23,652,773

By 2030, market demand for these 5 categories is forecasted to reach approx. 23.6 Million units.

Step 3 - Fine Scandinavia's Demand Plan to Meet Market Demand



Here is how Fine Scandinavia plans to produce in order to progressively meet and capture the opportunities within the forecasted market.



Our demand plan is phased, showing a prudent initial entry followed by an acceleration to capture the market's growth momentum.

	Total Market Demand Forecast	Demand Plan
2026	18,385,847	600,000
2027	19,580,927	1,500,000
2028	20,853,687	2,500,000
2029	22,209,177	2,800,000
2030	23,652,773	3,000,000

Allocation Logic: From Total Plan to Execution Detail

Input: Annual Demand Plan
(e.g., 600K Units in 2026)

Process 1: Allocate by Market Weight %

Output 1: Annual Plan per Product
(Fry Pan: 312K, Cooker: 109K, etc.)

Process 2: Decompose by Seasonal Index

Monthly Forecast = (Total Annual Demand / 12) * Monthly Seasonal Index

Final Output: Actionable Monthly Demand Plan

Contribution	Time	Tri-ply stainless-steel cookware set	Non-stick hard-anodized fry-pan
25%	Oct 2026	15663	78158
35%	Nov 2026	21928	109422
40%	Dec 2026	25061	125053
	Total	62652	312634
5%	Jan 2027	7832	39079
5%	Feb 2027	7832	39079
7%	Mar 2027	10964	54711
7%	Apr 2027	10964	54711
5%	May 2027	7832	39079
7%	Jun 2027	10964	54711
7%	Jul 2027	10964	54711
10%	Aug 2027	15663	78158
10%	Sep 2027	15663	78158
7%	Oct 2027	10964	54711
15%	Nov 2027	23495	117238
15%	Dec 2027	23495	117238
	Total	156631	781584

Ensuring Success: Process & Risk Management

- **S&OP Process**

Monthly reviews & forecast adjustments to remain agile and aligned with market realities.

- **KPI Measurement**

Closely tracking Forecast Accuracy (MAPE < 20%) and Bias ($\pm 5\%$) for continuous improvement.

- **Risk Management**

Mitigation strategies like safety stock, rolling forecasts, and supplier diversification are always in place.

III. Supply Planning

Design a 5-year Master Production Schedule (2026-2030) for Fine Scandinavia's Dat Cuoc plant, focusing on meeting market demand, optimizing capacity utilization, and maintaining flexibility for $\pm 20\%$ demand fluctuations.



Production Planning Formulas

Production Quantity = Forecasted Demand + Safety Stock - Beginning Inventory

Ending Inventory = Beginning Inventory + Production Quantity -
Forecasted Demand

Product	2026	2027	2028	2029	2030
Tri-ply stainless-steel cookware set	100,244	338,323	514,899	572,853	523,148
Non-stick hard-anodized fry-pan	500,214	932,69	1,343,28	1,486,052	1,156,745
Smart multi-cooker / rice-pressure cooker (5 L)	174,465	324,081	468,51	518,305	403,449
Variable-temperature electric kettle (1.7 L)	174,465	324,081	468,51	518,305	403,449
Air-fryer / turbo convection oven (5 L)	21,795	40,638	58,528	64,748	50,4

Production Capacity Outlook

1 2026: Start-up Year

Production remains below maximum capacity, with excess capacity available to handle issues or conduct product trials.

2 2027: Approaching Maximum Capacity

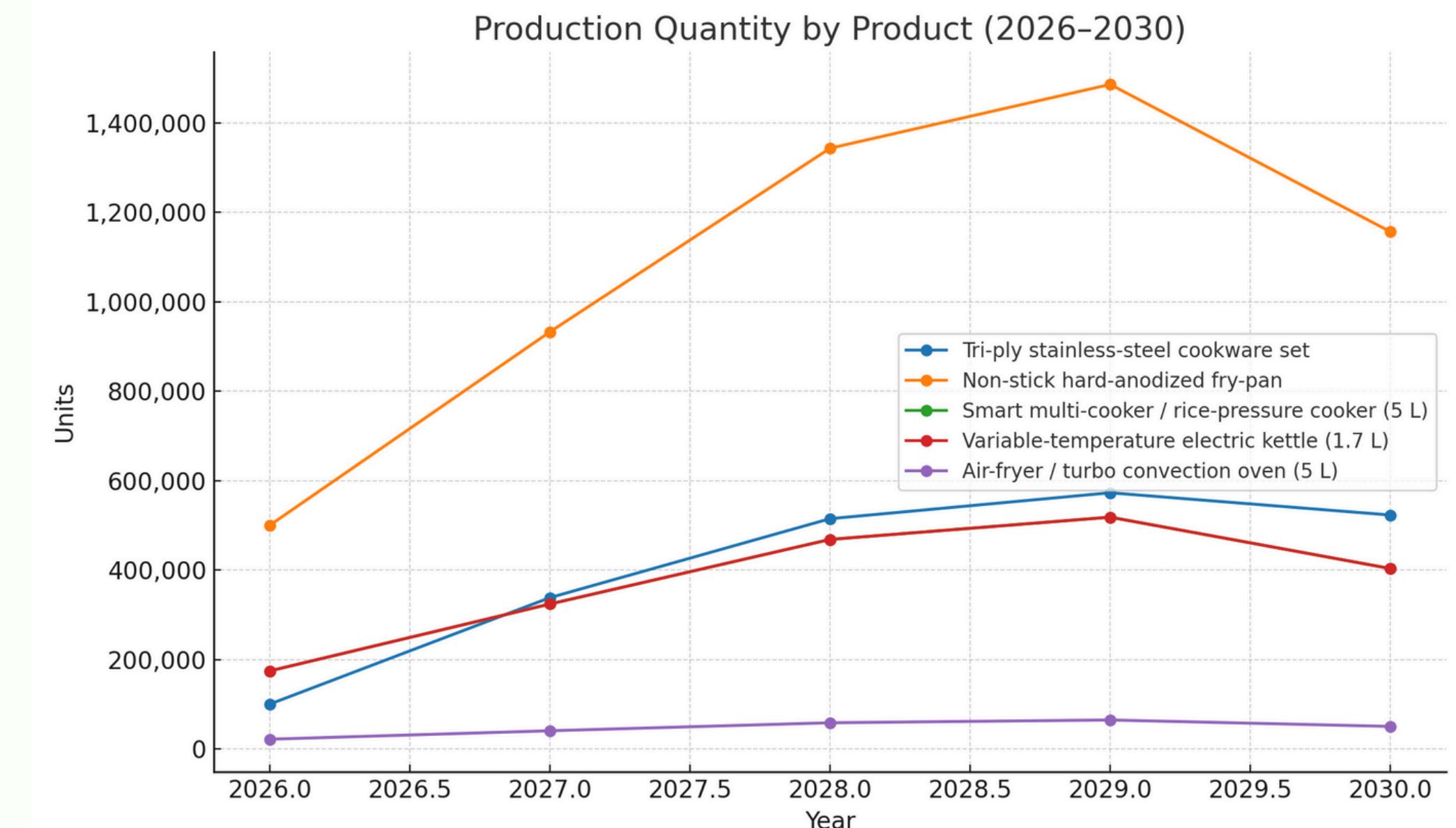
Production approaches 98% of maximum capacity, requiring close monitoring of maintenance schedules to prevent downtime from impacting output.

3 2028–2029: Demand Exceeds Capacity

Demand exceeds 2 million units/year, peaking in 2029 at over 3.16 million units. This requires moving to 3 shifts or increasing line productivity.

4 2030: Sustained High Demand

Demand slightly decreases from the peak but still exceeds 2-shift capacity, necessitating partial 3-shift operations during the year.



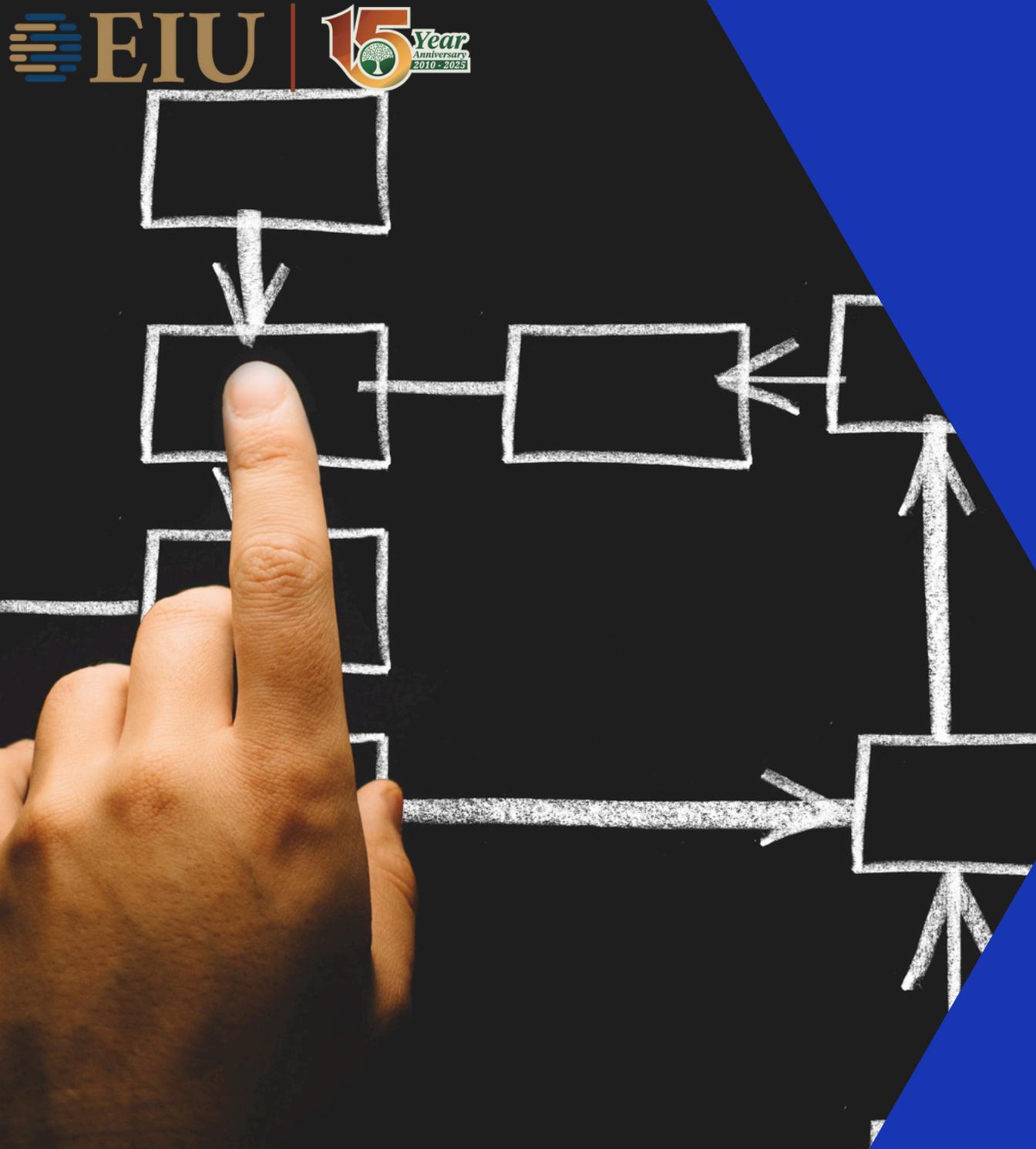
±20% Demand Scenarios

+20% Demand

- **2026:** 58% capacity → 2 shifts, training & small pre-build.
- **2027:** 118% → Partial 3rd shift, pre-build top SKUs.
- **2028–2029:** >3M units → Full 3rd shift + outsourcing + pre-build.
- **2030:** ~3M → Maintain 3 shifts, reduce overtime, maintenance early year.

-20% Demand

- **2026:** 39% → Maintenance, cross-training, consolidate lines.
- **2027:** 78% → 2 shifts, small seasonal SKUs, process improvement.
- **2028–2029:** Slightly over 2M → 3rd shift in peaks, postponement strategy.
- **2030:** ~2M → 2 shifts, overtime only in holiday season.



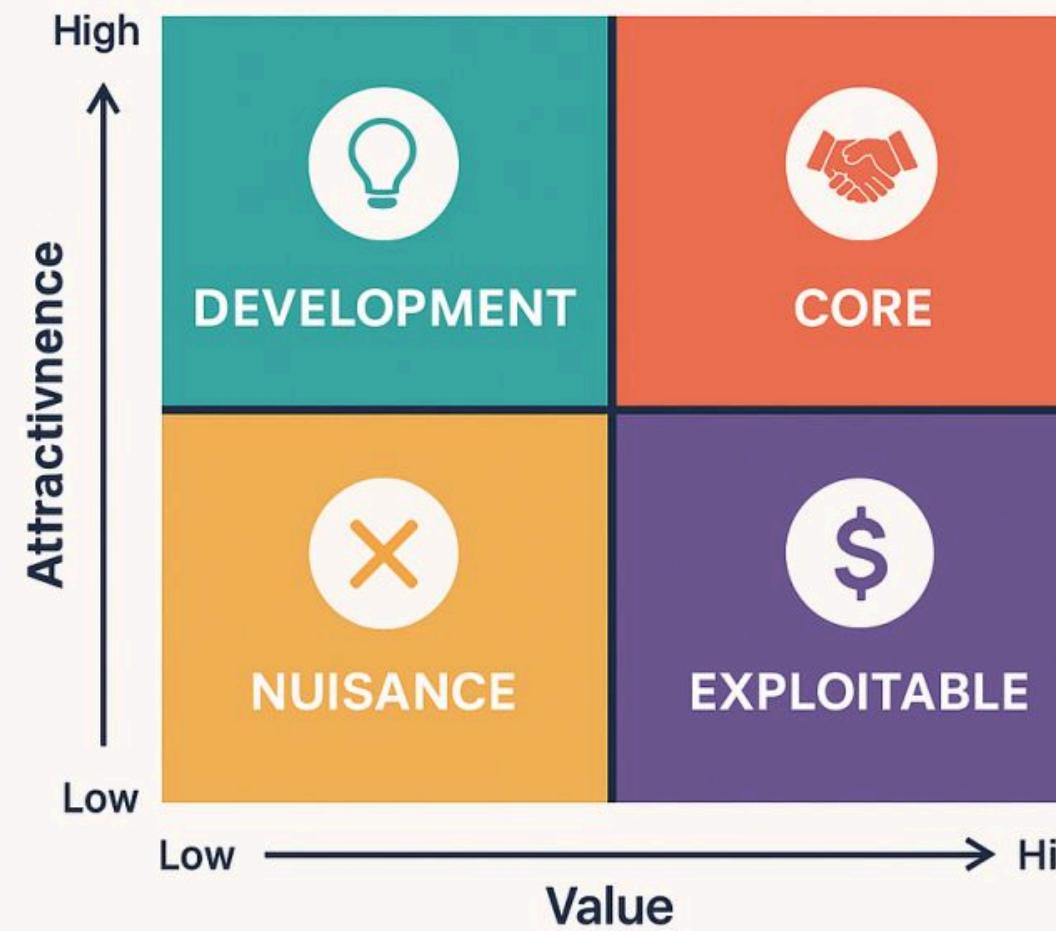
IV. PURCHASING

Component Code	Component Name	Quantity per Unit	2026	2027	2028	2029	2030
CW-001	16 cm saucepan body (tri-ply)	1	100244	338323	514899	572853	523148
CW-002	20 cm saucepan body (tri-ply)	1	100244	338323	514899	572853	523148
CW-003	24 cm stockpot body (tri-ply)	1	100244	338323	514899	572853	523148
CW-004	24 cm sauté pan body (tri-ply)	1	100244	338323	514899	572853	523148
CW-005	28 cm fry pan body (tri-ply)	1	100244	338323	514899	572853	523148
CW-006	Glass lid 16 cm (tempered) with	1	100244	338323	514899	572853	523148
CW-007	Glass lid 20 cm (tempered) with	1	100244	338323	514899	572853	523148
CW-008	Glass lid 24 cm (tempered) with	2	200488	676646	1029798	1145706	1046296
CW-009	Long handle – stainless cast (for	4	400976	1353292	2059596	2291412	2092592
CW-010	Side handle – stainless cast (for	2	200488	676646	1029798	1145706	1046296
CW-011	Helper side handle – stainless	1	100244	338323	514899	572853	523148
CW-012	Handle rivets – stainless (M5 x	14	1403416	4736522	7208586	8019942	7324072
CW-013	Lid knobs – stainless	4	400976	1353292	2059596	2291412	2092592
CW-014	Knob screws – stainless	4	400976	1353292	2059596	2291412	2092592
CW-015	Knob washers – stainless	4	400976	1353292	2059596	2291412	2092592
CW-016	Exterior polishing compound	1	100244	338323	514899	572853	523148
CW-017	Interior passivation/cleaning	1	100244	338323	514899	572853	523148
CW-018	Silicone bumpers for lid rims	4	400976	1353292	2059596	2291412	2092592
CW-019	QC sticker set & care card	1	100244	338323	514899	572853	523148
CW-020	Gift box with molded pulp	1	100244	338323	514899	572853	523148

Component Code	Key Raw Materials	Suggested Suppliers
CW-001	Stainless Steel, Aluminum	Oristar Corporation , MRS Steel (for Stainless Steel); Rhine Vietnam , East Asia
CW-002	Stainless Steel, Aluminum	Oristar Corporation , MRS Steel (for Stainless Steel); Rhine Vietnam , East Asia
CW-003	Stainless Steel, Aluminum	Oristar Corporation , MRS Steel (for Stainless Steel); Rhine Vietnam , East Asia
CW-004	Stainless Steel, Aluminum	Oristar Corporation , MRS Steel (for Stainless Steel); Rhine Vietnam , East Asia
CW-005	Stainless Steel, Aluminum	Oristar Corporation , MRS Steel (for Stainless Steel); Rhine Vietnam , East Asia
CW-006	Tempered Glass, Stainless Steel	Hai Long Glass , Bao Tran Glass (for Tempered Glass); Inox Việt Nam , Hoa Sen
CW-007	Tempered Glass, Stainless Steel	Hai Long Glass , Bao Tran Glass (for Tempered Glass); Inox Việt Nam , Hoa Sen
CW-008	Tempered Glass, Stainless Steel	Hai Long Glass , Bao Tran Glass (for Tempered Glass); Inox Việt Nam , Hoa Sen
CW-009	Stainless Steel	Oristar Corporation , MRS Steel
CW-010	Stainless Steel	Oristar Corporation , MRS Steel
CW-011	Stainless Steel	Oristar Corporation , MRS Steel
CW-012	Stainless Steel	Oristar Corporation , MRS Steel
CW-013	Stainless Steel	Oristar Corporation , MRS Steel
CW-014	Stainless Steel	Oristar Corporation , MRS Steel
CW-015	Stainless Steel	Oristar Corporation , MRS Steel
CW-016	Polishing Compound	BMA Vietnam , Hanhe Chemical Vietnam
CW-017	Passivation Cleaning Agent	Hanhe Chemical , Hanwang Vietnam
CW-018	Silicone Rubber	Tech-Link Silicones , Jhao Yang Rubber
CW-019	Cardboard/Paper	Khang Thanh , Binh Minh Packaging
CW-020	Cardboard	Khang Thanh , Binh Minh Packaging



SUPPLIER PREFERENCING MATRIX



The Supplier Preferencing Matrix

Core (High Value, High Attractiveness):
Suppliers prioritize the company.
Development (Low Value, High Attractiveness):
Suppliers want to grow the relationship.
Nuisance (Low Value, Low Attractiveness):
Suppliers give minimal attention.
Exploitable (High Value, Low Attractiveness):
Suppliers may take advantage of the company.

Category	Description	Suppliers
Development (High Attractiveness, Low Value)	Nurture clients, expand business, seek new opportunities.	Bao Tran Glass, East Asia Aluminum Company Limited, Hai Long Glass, Hoa Sen Group, Inox Việt Nam, Kanetora, Rhine Vietnam
Core (High Attractiveness, High Value)	Defend vigorously, high service & response.	(None in this year based on thresholds)
Nuisance (Low Attractiveness, Low Value)	Give low attention, lose without pain.	AS ONE Misumi, Binh Minh Packaging, Hoang Khanh, Khang Thanh, LS Vina, RD Vietnam (estimated), RS Components Vietnam, SAM Packaging, TLD Vietnam
Exploitable (Low Attractiveness, High Value)	Drive premium price, seek short term advantage, risk losing customers.	Dau Tieng Rubber Corporation, Jhao Yang Rubber, MRS Steel, Minh Tien Ceramic, Nichias Haiphong, Oristar Corporation, Son Thanh Rubber, Tech-Link Silicones, Techno Coatings Vietnam, Valqua Vietnam

Current and Future State

Currently, the company has no Core suppliers, with many in Nuisance or Exploitable quadrants.

Timeline:

- Phase 1 (2025-2026): Assess and categorize;
- Phase 2 (2027-2028): Develop relationships;
- Phase 3 (2029-2030): Optimize and monitor.

Key principles:

- Leverage Growth Projections
- Diversification and Risk Management
- Performance Metrics
- Technology Integration
- Sustainability Focus



This phased approach aims to shift key suppliers like East Asia Aluminum and Rhine Vietnam from the Development to the Core quadrant while reducing the number of suppliers in the less desirable quadrants.

Current and Future State

2026-2027:

Strengthen Development supplier relationships (e.g., Bao Tran Glass, Kanetora) through joint innovation projects.

Negotiate cost reductions with Exploitable suppliers (e.g., Oristar, MRS Steel). Begin diversifying Aluminum and Stainless Steel sources.

2028-2029:

Transition East Asia Aluminum and Rhine Vietnam to Core status with long-term contracts.

Reduce reliance on Nuisance suppliers like Minh Tien Ceramic through alternative sourcing.

Implement ESG audits for key suppliers.

2030:

Fully integrate Core suppliers into strategic planning.

Phase out low-value Nuisance suppliers (e.g., Valqua Vietnam) where feasible.

Achieve 80% of material sourcing from ESG-compliant suppliers.



Key Performance Indicators (KPIs)

Cost Savings: Achieve 10% cost reduction on Exploitable supplier contracts by 2028.

Supplier Diversification: Ensure at least two suppliers for each critical material (Stainless Steel, Aluminum) by 2027.

Sustainability Compliance: 80% of Core and Exploitable suppliers ISO 14001 certified by 2030.

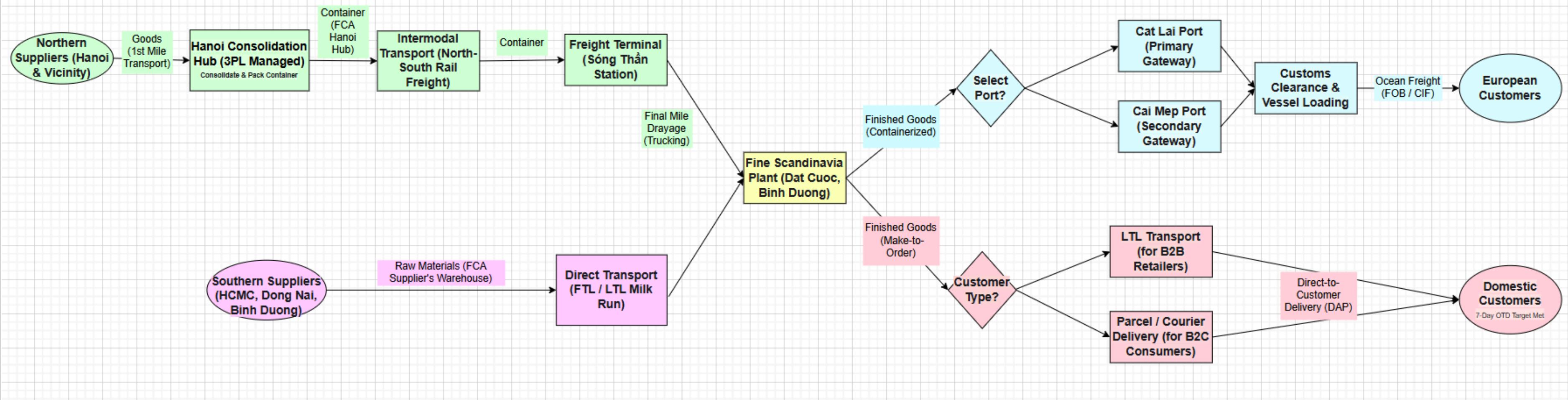
Supply Stability: Maintain 95% on-time delivery from Core and Development suppliers.



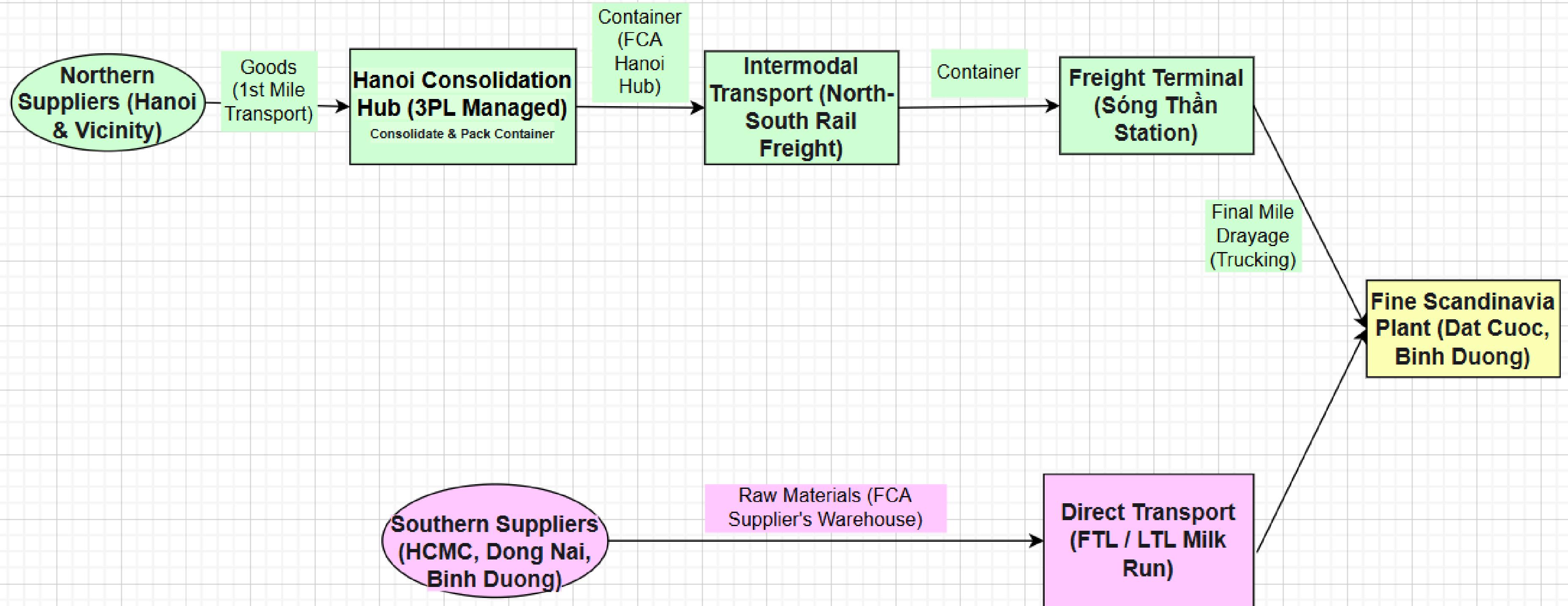
Future

Category	Description	Suppliers
Development (High Attractiveness, Low Value)	Nurture client, expand business, seek new opportunities.	Bao Tran Glass, Hai Long Glass, Hoa Sen Group, Inox Việt Nam, Kanetora (Also including estimated: BMA Vietnam, Hanhe Chemical Vietnam, Hanhe Chemical, ...)
Core (High Attractiveness, High Value)	Defend vigorously, high service & response.	East Asia Aluminum Company Limited, Rhine Vietnam
Nuisance (Low Attractiveness, Low Value)	Give low attention, lose without pain.	AS ONE Misumi, Binh Minh Packaging, Hoang Khanh, Khang Thanh, LS Vina, Minh Tien Ceramic, RD Vietnam (estimated), RS Components Vietnam, SAM Packaging, TLD Vietnam, Valqua Vietnam (Also including estimated: Avantek
Exploitable (Low Attractiveness, High Value)	Drive premium price, seek short term advantage, risk losing customers.	Dau Tieng Rubber Corporation, Jhao Yang Rubber, MRS Steel, Nichias Haiphong, Oristar Corporation, Son Thanh Rubber, Tech-Link Silicones, Techno Coatings Vietnam

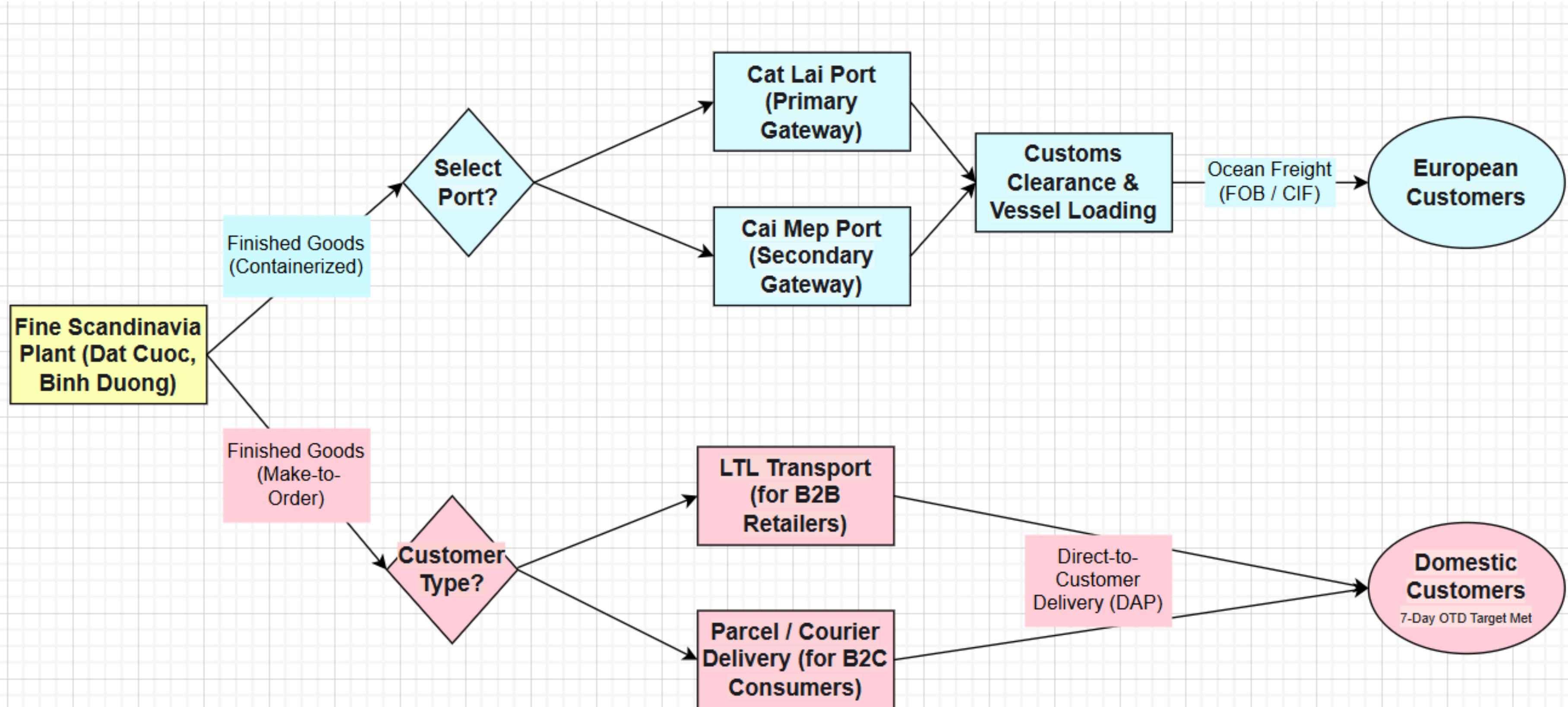
V. Logistics Network Design



Inbound Logistics Network



Outbound Logistics Network





VI.Quality Management Plan

Quality Planning

Set standards & processes to meet customer expectations and EU legal requirements.

Key Compliance Areas:

- **Food Contact Safety:** EC 1935/2004.
- **Electrical Safety:** LVD 2014/35/EU & EMC 2014/30/EU.
- **Chemical Safety:** RoHS & REACH.
- **Energy Efficiency:** EcoDesign Directive.
- **National Standards:** LFGB, EN 12983-1, EN 60335.

Product & Process Requirements:

- **Materials:** 304/18-10 stainless steel, hard-anodized aluminum, BPA-free plastics.
- **Design:** Ergonomic, durable, safe, multi-hob compatibility.
- **Process:** Tight control, QR/barcode traceability.
- **Technical Specs:** Thickness, weld strength, coating adhesion, dimensional tolerance.
- **Suppliers:** ISO 9001 certified, full EU compliance docs, dual-sourcing for key parts.



Inspection Stage

Control Activity	Method / Standard	Purpose
Incoming Material	Verify composition & certification; visual defect check	XRF spectrometer, CoC, visual Prevent non-compliant materials from entering
In-Process Control	Check tolerances, weld strength, coating adhesion; electrical function tests	Calipers, pull-test rig, coating gauge, cycle tests Detect process deviations early
Final Inspection	Visual & functional checks; electrical safety; packaging & labeling review	EN test procedures, PAT tester, visual standards Ensure legal compliance & brand quality
Defect Handling	Root cause analysis; quarantine/rework/scrap defective batches	NCR system, 5 Whys, corrective action tracking Prevent recurrence of defects

Quality Improvement

Continuously improve product & process quality → reduce defects & boost customer satisfaction.

Customer Feedback Loop

Quarterly review of EU distributor input & online reviews.

Defect Reduction

SPC, Kaizen, 6 Sigma to address recurring issues.

Supplier Development

Annual/biannual audits for EU compliance.

Process Upgrades

Automation (polishing heads, thermal-control sensors).

Product Innovation

New features, safer materials, improved designs.

Key KPIs:

99.5%

Lot Acceptance Rate

0.5%

In-Process Defect Rate

1.33

**Cpk
(critical dimensions)**

0.3%

Final Defect Rate

1.0%

**Product Return (Rate)
1st year**

48h

NCR Closure Time

10%

Recurring Defect Rate

100%

Migration Test Pass Rate

Our Product Quality Standards

Tri-ply Stainless-Steel Cookware Set

Exceptional durability with strong handle joints ($\geq 100\text{N}$) and precision base flatness ($\leq 0.5\text{mm}$) for perfect induction cooking.

Non-stick Hard-Anodized Fry-pan

Superior PTFE-free coating adhesion (≥ 5000 cycles) and hard-anodized surface for long-lasting non-stick performance.

Smart Multi-Cooker / Rice-Pressure Cooker

Advanced multi-level safety features and rigorous pressure/functional testing for reliability.

Variable-Temperature Electric Kettle

High-precision temperature control ($\pm 2^\circ\text{C}$) with full safety compliance and robust electrical protection.

Air-Fryer / Turbo Convection Oven

Even cooking with $\pm 5^\circ\text{C}$ chamber temperature uniformity and reduced noise for better user experience.



VII. Fine Scandinavia's Sustainability Profile and --- Roadmap



Triple Bottom Line



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Economic (Profit)

strong financial performance with scalable, ISO-certified production, serving Europe, North America, Japan, and Australia.

Social (People)

fair labor (BSCI-certified), gender equality (UN WEPs Award), and ethical procurement.

Environmental (Planet)

ISO 14001 certification, sources sustainable materials, prioritizes local suppliers, and engages in sustainability dialogues.



Vietnam Operations Roadmap

30% Renewable Electricity (12-Month Plan)



Phase 1 (0–3 months)

Conduct energy audit, plan rooftop solar (pre-FEED), negotiate DPPAs, and secure I-REC supplier.



Phase 2 (4–9 months)

Install rooftop PV (10–15% of electricity), sign DPPA (10–15%), and purchase I-RECs for the remainder.



Phase 3 (10–12 months)

Commission PV, verify consumption, retire I-RECs, and report Scope 2 emissions (GHG Protocol).

Vietnam EPR Compliance (90-Day Plan)

◆ **Plan 1**

Choose compliance: recycle via PRO/authorised recyclers or pay VEPF contribution.

◆ **Plan 2**

Register plan and report on MONRE EPR portal by March 31; pay by April if needed.

◆ **Plan 3**

Join a PRO for cost efficiency; design products for lower fees (e.g., recycled content).

◆ **Plan 4**

Classify products (e.g., appliances, packaging) per EPR regulations.

Benefits

Marketing

Commercial

- Claim “≥30% renewable electricity” (GHG Protocol-compliant).
- Publish Energy & EPR Fact Sheet, align with Vietnam’s policies
- highlight tariff resilience via diversified renewable strategy.

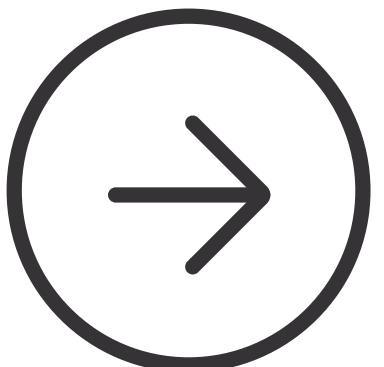


- ONE PARTNER

VIII. Technology Strategy & Information-System Specification



Fine Scandinavia's deploying four core systems: **ERP, CRM, WMS, and TMS.**



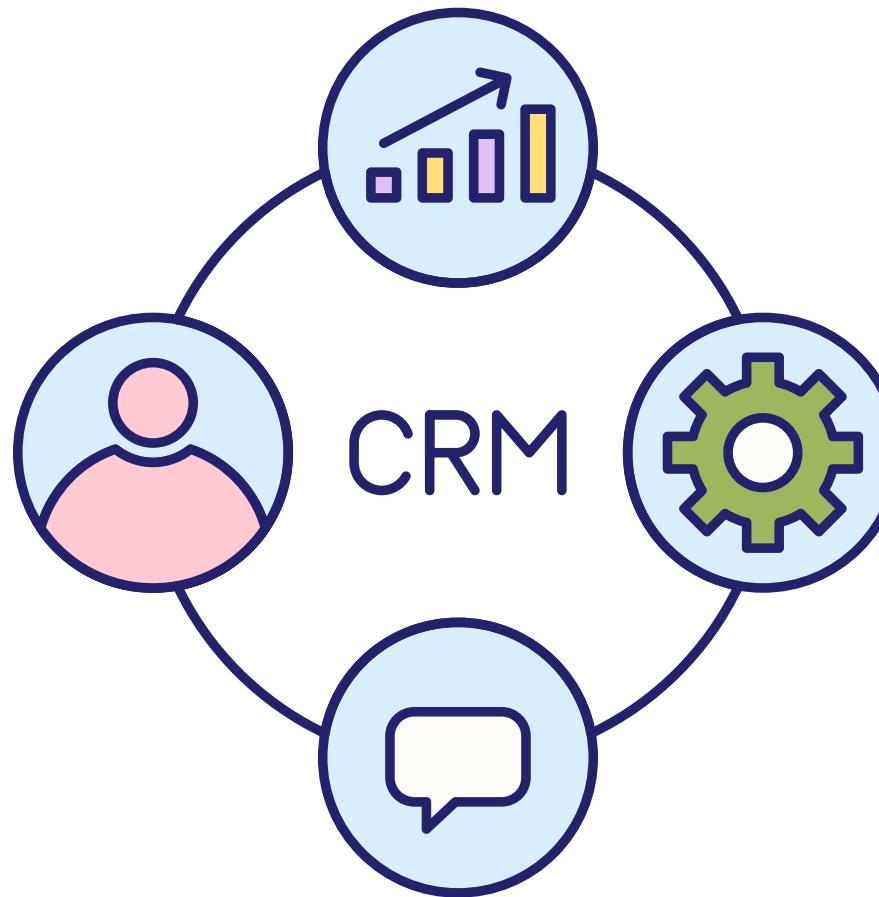
ERP (Enterprise Resource Planning): The Central Operational Backbone



- **Strategic Vision:** The long-term goal is to deploy a single ERP platform that fully integrates manufacturing (MES), procurement, inventory, finance, and sales for the 16,000 m² facility. In the long term, the ERP will link with both upstream suppliers and downstream distributors for complete.
- **Tactical & Operational Roadmap:** Implementation will follow a two-phase approach over 1-3 years, beginning with core modules. Success will be measured by achieving a Forecast Accuracy of $\geq 85\%$ and a User Adoption Rate of $\geq 90\%$.



CRM (Customer Relationship Management): The Brand & Growth Engine



- **Strategic Vision:** It manages B2B retailer relationships and facilitates direct end-customer engagement, such as firmware updates for multi-cookers, and supports targeted marketing for high-growth categories like air fryers (projected CAGR > 25%).
- **Tactical & Operational Roadmap:** The key performance indicators (KPIs) are to achieve a Net Promoter Score (NPS) of ≥ 70 and a Repeat Purchase Rate of $\geq 15\%$ by Year 3.

WMS (Warehouse Management System): The Inventory & Service Optimizer

Strategic Vision

The primary objective is to maintain a Customer Service Level (CSL) of $\geq 95\%$



Tactical & Operational Roadmap

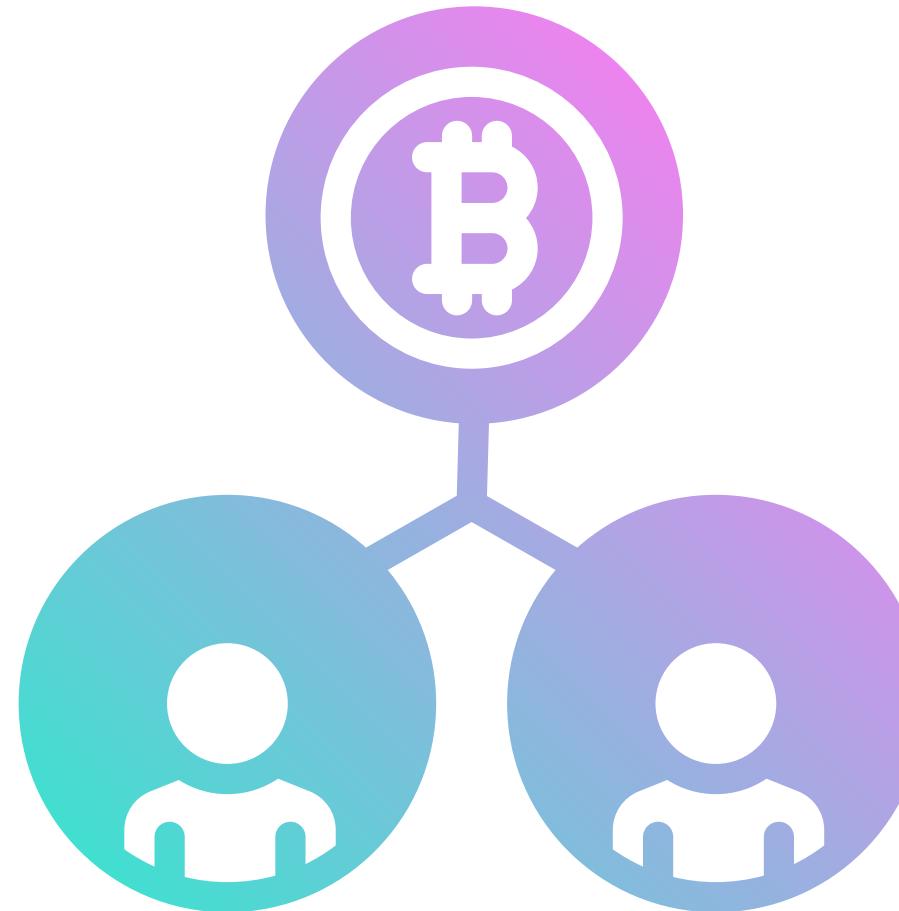
Integrated with the ERP, the WMS will use ABC-XYZ classification for dynamic safety stock management. Success will be measured by an Inventory Turnover of ≥ 8 and a Stockout Rate of $\leq 2\%$.





TMS (Transportation Management System): The Logistics & Delivery Accelerator

- **Strategic Vision:** The system is designed to guarantee a domestic order-to-delivery target of ≤ 7 days, actively mitigating common 2–3 day delays at major ports like Cat Lai. It will lower overall delivery costs while improving service levels.
- **Tactical & Operational Roadmap:** The TMS will leverage data from the ERP and WMS to optimize load consolidation and routing. KPIs are an On-Time Delivery rate of $\geq 98\%$ and maintaining the Domestic Lead Time at or below 7 days.



Implementation Strategy: Buy & Partner

- Fine Scandinavia will buy **best-in-class**, proven software solutions (e.g., SAP, Oracle, Salesforce) and partner with specialized local IT firms for customization and 3PL providers for logistics execution.
- This hybrid model ensures rapid deployment of powerful technology while leveraging the deep expertise of specialized partners.

System	Strategy	Cost Estimate	Timeframe	Risk Level	Key Benefit
ERP	Buy (SAP Business One / Oracle NetSuite) + Local IT customization	USD 0.5–0.8M	12–18 mo	Medium	MES, SCM integration
CRM	Buy Cloud CRM (Salesforce / HubSpot)	USD 30–50k/year	6–9 mo	Low	B2B & consumer engagement
WMS	Buy modular WMS + Partner with logistics for VMI	USD 80–150k	6–12 mo	Medium	Inventory optimization
TMS	Buy SaaS TMS + Partner with 3PL	USD 20–40k/year	3–6 mo	Low	Lower transport cost, faster delivery

Integrated ERP/SCM Suite - Top 8 Functional Requirements

CRITICAL PRIORITY

➤➤➤ Advanced Forecasting & Demand Planning

Hybrid forecasting (market CAGR + short-term models), manages strong seasonal patterns (Q4 peak).

➤➤➤ Material Requirements Planning (MRP) & Procurement

Converts demand plans to precise procurement orders, handles long/variable lead times (3-8 weeks), automates PO generation for complex BOMs.



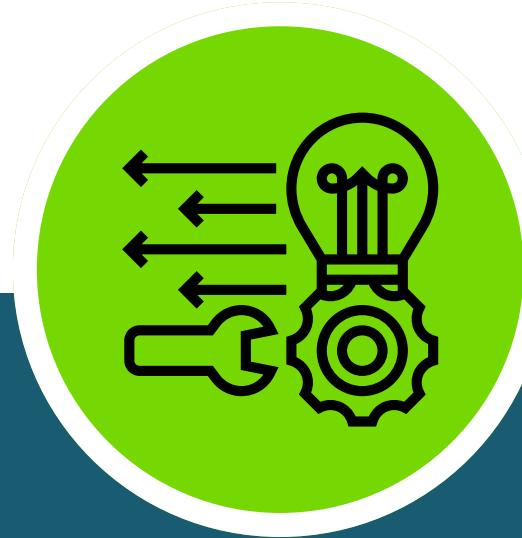
Integrated ERP/SCM Suite – Top 8 Functional Requirements

HIGH PRIORITY



Real-time MES & WMS Integration

API connectivity for live production/inventory tracking, supports barcode/RFID scanning.



Order Management System (OMS) with MTO Capability

Manages high-volume B2B exports and low-volume MTO domestic orders.



End-to-End Logistics & Shipment Tracking

TMS-like functionality for dual logistics network, Incoterm management, route optimization, real-time shipment tracking (≤ 7 -day domestic delivery).

Integrated ERP/SCM Suite - Top 8 Functional Requirements

MEDIUM PRIORITY

»»» **Strategic Sourcing & Supplier Management**

Full supplier lifecycle management, Kraljic Matrix classification, supplier scorecards, portal collaboration.

»»» **Sales & Operations Planning (S&OP) Workbench**

Collaborative monthly S&OP cycle for demand/supply balancing.

»»» **Quality & Sustainability Traceability**

Tracks certifications, supplier compliance, and EPR reporting data.

18-Month Implementation Roadmap



Phase 1 (Months 1-6) - Core Foundation & Planning

- Modules: Requirements 1 & 2.
- Activities: Vendor selection, project kickoff, master data setup (SKUs, BOMs, suppliers), core financials.



Phase 2 (Months 7-12) - Shop Floor & Order Fulfillment Integration

- Modules: Requirements 3 & 4.
- Activities: API development/testing, barcode/RFID deployment, staff training, manufacturing & order-to-cash go-live.



Phase 3 (Months 13-18) - Optimization & Extended Visibility

- Modules: Requirements 5-8.
- Activities: Integrate with 3PL/carrier systems, onboard suppliers, configure S&OP workflows, implement compliance/sustainability dashboards.

1

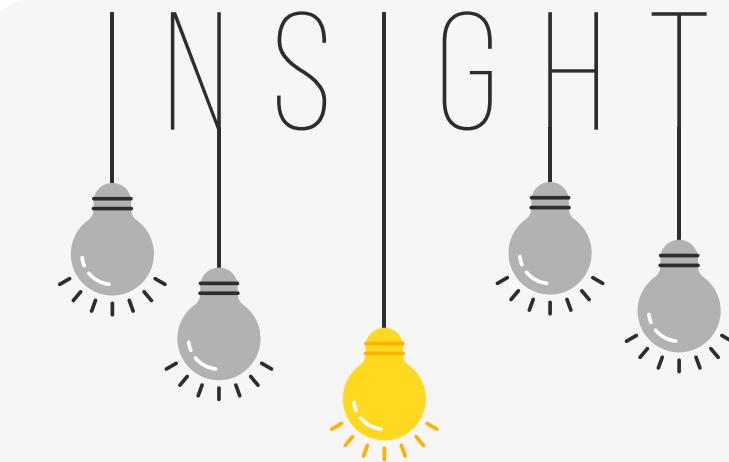
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CONCLUSION

Data-Driven Operations

- A phased demand forecast (ramping to 3M units/year) drives the Master Production Schedule.
- Strategic purchasing, using Kraljic and Supplier Preferencing matrices, secures critical supplies and optimizes costs.
- A dual-pronged logistics network is engineered for both high-volume exports and agile domestic fulfillment.



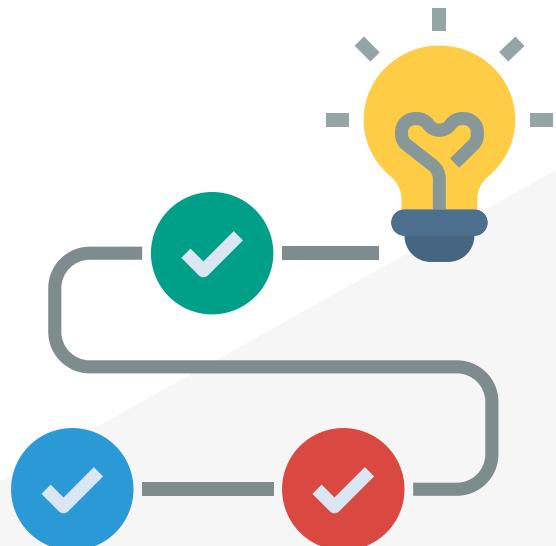
Foundational Enablers

- A comprehensive Quality Management Plan embeds stringent EU compliance and premium brand standards.
- An integrated ERP/SCM technology suite acts as the digital nervous system, ensuring end-to-end visibility.

CONCLUSION

Competitive Advantage

- A proactive sustainability roadmap (30% renewable energy, EPR compliance) reinforces the premium brand identity.
- A targeted supplier development program fosters deep partnerships, turning the supply chain into a source of innovation.



The Vision Realized

- By executing this integrated strategy, Fine Scandinavia will build a supply chain that is efficient, agile, resilient, and sustainable. This framework will enable the company to achieve its ambitious growth objectives and solidify its reputation as a global leader in the premium Nordic lifestyle sector

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THANK YOU!

Don't hesitate if you have any questions.