

Case Study

Revamping Supply Chain & Operations in an engineering & automotive products manufacturing company

Company Overview:

1. **Industry:** Engineering & Automotive Products Manufacturing company
2. **Location:** Two manufacturing plants & Sales office in India
3. **Markets:** OEM + Aftermarket in India & Overseas

Challenges:

1. Systems not in place
2. Team alignment issues
3. Stagnant profit
4. Pressure on Cash flow
5. High Inventory

Strategic Implementation:

1. **Constraint Identification:** Identified the main bottleneck affecting production and customer satisfaction.
2. **Sales Strategy Overhaul:** Implemented a new sales planning and execution process.
3. **Operational Excellence:** Launched a replenishment model throughout the Supply Chain to Improve delivery performance.
4. **Manufacturing Excellence:** Aligned the plant to the market demand to ensure customer satisfaction and reduce loss of sale & Throughput.

Impactful Outcome:

1. **Sales Growth:** 50% sales within a year.
2. **Throughput:** Increased throughput by 45% within a year.
3. **Profitability:** improved profitability by 55%
4. **Enhanced Delivery Performance:** Improved delivery performance from 65% to 98% - On Time In Full (OTIF).
5. **Rapid Manufacturing Cycles:** Manufacturing Lead time was reduced by 40% in a year.
6. **Business Review and Metrics:** Established key business metrics and a comprehensive review mechanism involving all stakeholders.