

Case Study

ImpelPro SCM Solutions Pvt. Ltd.

July-2012

Project background:

Client: World's leading coffee chain planned their entry to India market by setting up their first restaurant in Mumbai in 2012. The company had outsourced management of its supply chain to a north India based 3PL Company who was specialized in reefer transportation but had minimum exposure to QSR distribution.

Considering the exposure and expertise ImpelPro had in managing QSR supply chains, client along with the 3PL company engaged ImpelPro on a retainership basis to set up their back end, initiate processes and hand hold operation start-up.

Biggest challenge was many of the products were imported, which included packed foods. Hence in-depth understanding of customs rules, formalities & regulations under FSSAI, Weights & Measures Act (Packaged Commodities Rules-PCRO) was critical. Other challenge was to keep ready backend infrastructure & system to meet aggressive store opening plans.

Project methodology:

ImpelPro assigned one of their senior resources to lead this project. In coordination with various stakeholders including client's local and overseas office, 3PL staff, regulatory advisors and C&FA put in place SOPs for all the activities. Apart from this ImpelPro spearheaded following activities:

- Identification & selection of storage, designing internal layout and selection of equipment.
- Helping 3PL in selection of necessary staff.
- Implementation of client's software system and training of staff.
- Process implementation and setting up work procedure.
- Designing performance measurement and reporting system.
- Starting up the distribution services
- Hand holding the operation till satisfactory hand over to the 3PL.

Project impact:

Stores were opened as scheduled in which 3PL provided very satisfactory services. Due to a reliable & sustainable operating system which was in place, client was able to open many more stores within a short span.

Supply Chain Operation Consultancy

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