

Case Studies: Alternate Strategies for minimizing the total logistics cost for a leading Sky Shopping Company

Created a roadmap with short, medium and long term action points for reducing logistics costs and facilitating growth



Industry

- Direct Response Television (DRTV)

Business Scenario

- Two channels – franchising and direct
- High logistics costs

Our Solution

- Supply Chain Maturity Assessment
- Alternate COD Strategies
- M-Commerce
- Integrated Planning
- Retail network design

Benefits

- Roadmap for logistics cost reduction

Background

- The client is a leading DRTV (Direct Response Television) company in India
- The company was entering a high growth strategy and the logistics cost (Specifically the cash-on-delivery cost) was quite prohibitive and was a deterrent to growth

Business Scenario

- The company had two distribution channels – through franchisees as well as direct to consumer
- The company was desiring to venture into sale of low priced articles through DRTV
- Cash-on-delivery costs were pretty high and prohibiting growth
- Forecasting, planning and procurement were on an ad-hoc basis

Our Solution

- As-is process mapping and supply chain maturity assessment
- Design and roll out of alternate COD strategies (with regional consolidations)
- Evaluation and roll-out of m-Commerce as an alternative payment option
- Evolved an end-to-end integrated planning process
- Carried out retail network design and identification of optimal location and size of outlets

Benefits

- A roadmap for logistics cost reduction and future growth was created.