

CLIENT

Leading beauty retailer

BUSINESS SITUATION

Emergence of new online customer order fulfillment models and disjoint supply chain disrupting operational business flow, leading to reduced sales and lower margins for end client

Benefits and outcomes of our engagement

- Recommended **DMS implementation** for **warehouse/supply chain** optimization
- We assisted end client to identify **top 5** best-fit solutions from the list of identified vendors present in market
- Provided insights on **vendor capabilities** through detailed benchmarking of their key functionalities for easy selection by the client



Engagement

DMS vendor selection to optimize **client's warehouse** and **distribution operations**



SGA approach

- ⊗ Conducted **extensive desk research** on the **CPG market** w.r.t. products, store formats, online/offline presence, operations, technology, competition, etc. vis-à-vis the client
- ⊗ Performed **gap analysis** to identify **distribution management** to be a **key improvement** area for the client
- ⊗ Identified basic **vendor selection criteria** and rated **20 vendors** to arrive at **top 5** solution providers
- ⊗ Conducted **in-depth research** on vendor capabilities and qualitative interviews with **10+ executives** from the vendor side to benchmark them on the exhaustive list of identified features/functionalities
- ⊗ Validated vendor capabilities (such as **IoT integration, campaign management, personalization**, etc.) based on market knowledge and primary insights from DMS vendors' existing customers