

Field Warehouse Modernization for CPG client

About the company

The client is one of India's largest consumer packaged goods companies with interests in Consumer Goods, Paper, Hotels, and Agro-businesses. The client services the CPG market through various warehouses located close to customer. The existing warehouse operations were fully manual with no ground storage and paper based operations.

Business Objectives

Modernize field warehouses with varying degree of maturity to prepare for business growth

Business Situation

- Warehouse planning was done for 16 different product lines spanning Foods, Personal Care, Matches, etc.
- Inflammable products required separate storage and Environment, Health & Safety considerations
- Rapid growth in newly launched product lines was anticipated
- Growing SKU complexity in all business lines with flexibility of scalability in operations was required

The solution

- Warehouse maturity was measured based on scale of operations, growth anticipated in markets and product portfolio
- Tier I Warehouses: Designed for high degree of mechanization in storage and handling with mature RF-based operations for faster turn around and better utilization of resources
 - Detailed Infrastructure Design & Process Definition
 - Commissioning of equipment and process roll-out
- Tier II & III Warehouses: Recommended for subsequent mechanization, however current operations were designed with paper-based operations for zero-defect processes
 - Standardization of processes across warehouses
 - Implementation of WMS-based processes

Business Benefits

- End-to-end warehouse design (layout, resource, process, technology) and implementation (procurement, commissioning, process roll-out) with hyper care support post go-live
- Selection of optimal cost-effective infrastructure
- Migrating processes from person-dependent to system-drive for reduced operational risk