



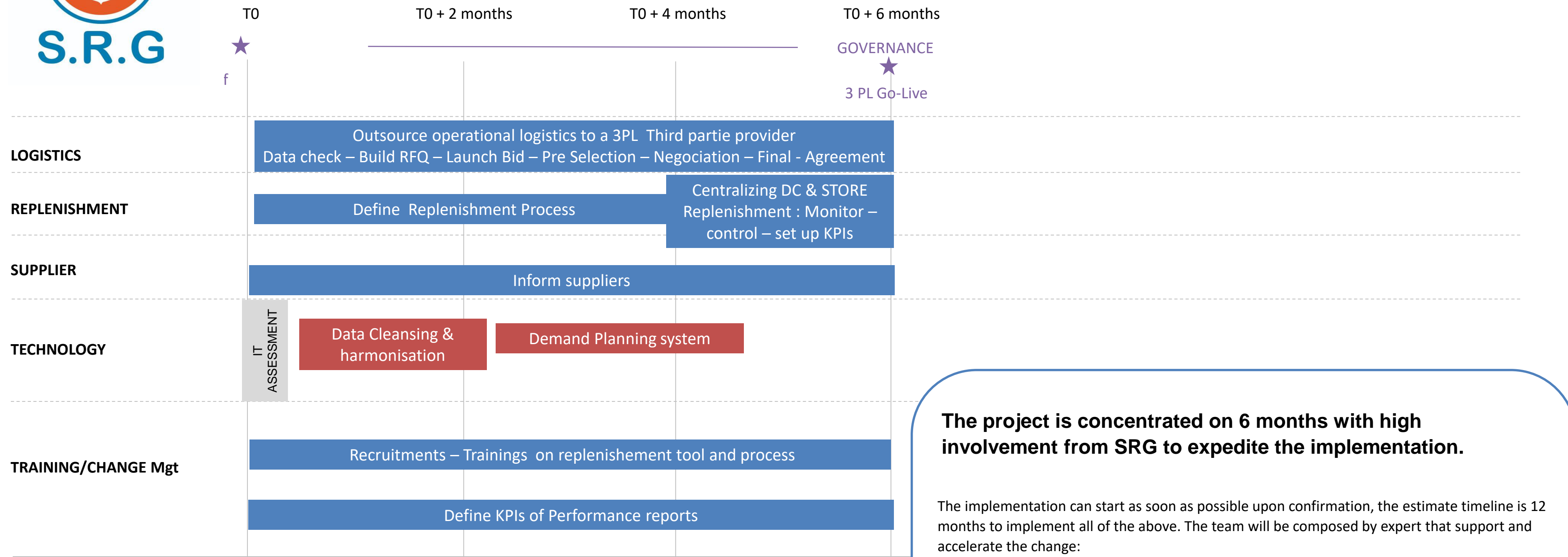
# SRG Supply

Chain consulting





# Implementation Transformation Roadmap \*6 Months



**The project is concentrated on 6 months with high involvement from SRG to expedite the implementation.**

The implementation can start as soon as possible upon confirmation, the estimate timeline is 12 months to implement all of the above. The team will be composed by expert that support and accelerate the change:

- 1 Project lead: end to end supply chain, replenishment and demand planning expert
- 1 supply chain data expert
- 1 logistics expert to implement 3PL
- 1 process and continuous improvement expert
- 1 demand planning and retail assortment expert
- 1 IT Architect (first block – IT Assessment)





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## **PHASE 1: Preparation**

### Data and IT:

The first objective is to assess and prepare the data that we will be using during the project. Preparing a data lake that we will use to build reports for the project with easy access and extraction and that can be used also by Company Management. An assessment of the resources is also included in our analysis.

The data lake build will enable to build reports that will be used by SRG team and by company management.

We will recommend if any improvement needs to be done, this part will involve and be delivered to the management and IT department.

### Warehousing and transportation:

The objective is to prepare the current set up to evolve to the next step. A deeper assessment and qualification are necessary during this preparation to make sure we put the right criteria and requirements during the 3PL selection. Also, during this preparation part, we will start establishing an inbound and outbound planning and start segregating the inventory.

### Replenishment upstream and downstream:

The objective here is to have 1 point of orders to the suppliers and to the stores. Step one is to set up a simple excel file until all data are clear, this will be the preparation phase to the future replenishment tool selected (RSI).

Our two demand planners will make sure that we are gradually taking over the order management and ordering only what we need based on sales analysed.

At this point we will also prepare a supplier table that will help into the explanation we will introduce them.





# Logistics/Supply chain specialist

End-to-End Supply Chain, last mile and digital transformation

Highly versatile and accomplished senior management professional with 3 decades handling several major brands in Dubai,UAE in end to end supply chain and logistics in leadership roles. Well qualified with a post graduate degree in business administration and memberships to chartered institute of logistics having worked in oracle. SAP and several leading WMS systems. Expert in fleet/last mile and distribution management. Showcasing successful profit and loss (P&L) management skills while demonstrating ability in managing data-process-technology mapping and optimizing resources.-man,machine,infrastructure,assets.

**Chief consultant**  
**30 years Experience**  
**Domain expertise**  
**UAE,India and**  
**International Market**

## Industries and Sectors

- Consumer Electronics
- FMCG retail and CPGs
- Luxury and fashion wholesale and retail
- Duty Free
- Pharmaceutical
- Chemicals
- Perishable
- Automotive

## Core Disciplines

- Logistics
- Warehousing
- Inventory management
- Business strategy and operations excellence
- Distribution and last mile
- Supply Chain Development and Digitalization
- Freight/shipping
- Consulting
- Procurement&Purchasing
- Budget Control and Cost Reductions
- Best Practices Implementation
- Contract/Rates Negotiations
- Lead S&OP Processes
- ERP System Implementation
- Demand/Supply Planning
- Customs & Trade Compliance
- Business growth

## Key Customer Projects

- Global Stock centralization and optimization-RAK Ceramics.
- Dubai metro set up logistics
- Handled several leading FMCG ,Electronics brands full supply chain.
- Member of several supply chain groups and forums



## STRATEGY DESIGN - END TO END SUPPLY CHAIN – DIGITAL TRANSFORMATION

HUMAN ORG AND PROCESSES	SOURCING AND PROCUREMENT	SUPPLY CHAIN FINANCE	MANUFACTURING AND QUALITY	UPSTREAM TRANSPORT	WAREHOUSING	DOWNSTREAM TRANSPORT	POINT OF SALE	INVENTORY OPTIMIZATION FROM END TO END
Assessment	Operational research	E-invoicing	JIT, Kanban	National transp. And tracking	Inventory structure and optimization	Last mile	Assortment	Inventory balancing between skus vs. demand
Org Design	Raw material	X- way matching	Lean manufacturing	Customs and documentation	Cycle counting	Direct to point of sales national and intl	Planogram	Inventory reduction by quick wins and gradual
Recruitment	Finished Product	Payment terms	5S , Kaizen	Import / export	3PL / 4PL	TMS	N shelf availability	Inventory optimization to increase sales
Coaching	Private label	Incoterms	6 Sigma	Control tower	Outsourcing vs. inhouse	Fleet management	Min – max	Inventory optimization from supplier to POS – stock reduction
Training	Procurement and e-procurement	Cash velocity	MRP	Container optimization	Packaging / labelling	Fleet multichoice tools	ECR	Inventory and skus optimization / rationalization
Appraisal support	Contract mgt		Waste mgt	Freight forwarding and fleet optimization	Delayed customization	Distribution strategy	VMI	
	Market place		Supplier mgt, VMI	Incoterm strategy	Network design		Demand planning and risk mgt	

EXECUTION – EXECUTION – EXECUTION