

A Zepto Digital Labs White Paper

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Supply Chain & Route Management Solutions

Executive Summary:..... 3

Supply Chain Management (SCM) 3

 Introduction:..... 3

 Sourcing: 3

 Production: 3

 Distribution: 4

 Retail:..... 4

The role of supply chain management software: 4

 Inventory management: 4

 Production scheduling: 4

 Supplier management:..... 4

 Transportation management:..... 4

Route management 5

 Introduction:..... 5

Importance of Location-Based Software and Apps: 5

Role of Location-Based Software and Apps in Route Management:..... 6

 Conclusion:..... 6

Supply Chain & Route Management Solutions

Executive Summary:

Supply chain management is a critical component of the fast-moving consumer goods (FMCG) industry, involving managing the flow of goods and services from the point of origin to the point of consumption. Effective supply chain management software helps organizations manage inventory levels, optimize production schedules, monitor suppliers, and track the movement of goods, improving efficiency, reducing costs, and delivering high-quality products to customers on time. Additionally, route management is crucial in logistics operations, particularly for FMCG delivery vehicles. The use of location-based software and apps provides real-time tracking, dynamic routing, efficient resource allocation, improved customer experience, and increased efficiency. Overall, both supply chain management software and route management play significant roles in FMCG operations, ensuring timely and cost-effective delivery of goods to customers.

Supply Chain Management (SCM)

Introduction:

Supply chain management (SCM) is a critical component of the FMCG industry. It refers to the management of the flow of goods and services, including the movement and storage of raw materials, work-in-progress inventory, and finished goods, from the point of origin to the point of consumption. Effective supply chain management helps to ensure that FMCG goods are produced and delivered to customers on time, at a reasonable cost, and with high quality. In this document we will explore the role of supply chain management software in FMCG supply chain management.

The FMCG supply chain consists of several stages, including sourcing raw materials, production, distribution, and retail. Each stage is complex and requires careful management to ensure that products are delivered to customers efficiently and cost-effectively.

Sourcing:

The first stage of the FMCG supply chain is sourcing raw materials. This process involves finding suppliers who can provide the necessary materials to manufacture the products. Effective sourcing requires careful management of suppliers, contracts, and procurement processes.

Production:

The production stage of the FMCG supply chain involves managing production schedules, inventory levels, and quality control. Production managers must ensure that products are manufactured on time,

at the right quality, and with the right materials.

Distribution:

The distribution stage of the FMCG supply chain involves the movement of products from the factory to the retailer. Effective distribution requires careful management of transportation, storage, and inventory levels.

Retail:

The final stage of the FMCG supply chain is retail. This stage involves managing inventory levels, product placement, and customer relationships. Retailers must ensure that products are displayed attractively, marketed effectively, and sold to customers efficiently.

The role of supply chain management software:

Supply chain management software is critical to effective FMCG supply chain management. These software tools help organizations manage the flow of goods and services, improve efficiency, and reduce costs. Supply chain management software can be used to manage inventory levels, optimize production schedules, monitor suppliers, and track the movement of goods.

Inventory management:

Inventory management is a critical component of FMCG supply chain management. Effective inventory management helps to ensure that products are available to customers when they need them. Supply chain management software can be used to manage inventory levels, track product demand, and optimize replenishment schedules.

Production scheduling:

Production scheduling is another critical component of FMCG supply chain management. Effective production scheduling helps to ensure that products are manufactured on time and with the right materials. Supply chain management software can be used to optimize production schedules, track production progress, and identify bottlenecks in the production process.

Supplier management:

Supplier management is critical to the success of the FMCG supply chain. Effective supplier management helps to ensure that suppliers are reliable, provide high-quality materials, and deliver on time. Supply chain management software can be used to monitor supplier performance, manage contracts, and track supplier payments.

Transportation management:

Transportation management is a critical component of the FMCG supply chain. Effective transportation management helps to ensure that products are delivered to customers on time and at a reasonable cost. Supply chain management software can be used to optimize transportation routes, track the movement of goods, and manage transportation costs.

Summary

In summary, the effective supply chain management is critical to the success of the FMCG industry. It involves managing the flow of goods and services from the point of origin to the point of consumption. Supply chain management software plays a critical role in FMCG supply chain management by helping organizations manage inventory levels, optimize

production schedules, monitor suppliers, and track the movement of goods. By using supply chain management software, organizations can improve efficiency, reduce costs, and deliver high-quality products to customers on time.

Another critical aspect of supply chain management is transport and how resources are used optimally, where intelligent route management is critical.

Route management

Introduction:

Route management is a critical component of logistics operations, particularly for fast-moving consumer goods (FMCG) delivery vehicles. FMCG products, such as food, beverages, and personal care items, require timely delivery to meet customer needs. Effective route management ensures that the delivery process is efficient, cost-effective, and meets customer requirements. In recent years, location-based software and apps have played a significant role in improving route management for FMCG delivery vehicles. This white paper will explore the importance of location-based software and apps in route management for FMCG delivery vehicles.

Importance of Location-Based Software and Apps:

Location-based software and apps are designed to provide real-time location-based information that can be used to optimize delivery routes for FMCG delivery vehicles. The following are some of the

significant benefits of using location-based software and apps for route management:

1. **Real-time Tracking:** Location-based software and apps can provide real-time tracking of delivery vehicles, enabling logistics managers to monitor the location, speed, and route of each vehicle. This can help to optimize delivery routes and ensure that the vehicles are on time.
2. **Dynamic Routing:** Location-based software and apps can provide dynamic routing, which allows logistics managers to adjust the delivery route based on real-time traffic, road conditions, and other factors. This can help to reduce delivery time and improve delivery efficiency.
3. **Efficient Resource Allocation:** Location-based software and apps can help to optimize resource allocation by providing real-time information on the location and availability of delivery vehicles. This can help logistics managers to allocate resources efficiently and reduce delivery costs.
4. **Improved Customer Experience:** Location-based software and apps can provide real-time information on the location and status of each delivery, allowing customers to track their orders and receive real-time updates on the delivery status. This can help to improve customer experience and reduce customer complaints.

5. **Increased Efficiency:** Location-based software and apps can help to increase the efficiency of the delivery process by providing real-time information on delivery status, enabling logistics managers to make necessary adjustments to the delivery route.

Role of Location-Based Software and Apps in Route Management:

Location-based software and apps play a critical role in optimizing route management for FMCG delivery vehicles. The following are some of the ways in which location-based software and apps can be used to optimize route management:

1. **Route Optimization:** Location-based software and apps can help to optimize delivery routes by providing real-time information on traffic, road conditions, and delivery time windows. This can help logistics managers to plan the most efficient route for each delivery vehicle.
2. **Real-Time Tracking:** Location-based software and apps can provide real-time tracking of delivery vehicles, enabling logistics managers to monitor the location, speed, and route of each vehicle. This can help to optimize delivery routes and ensure that the vehicles are on time.
3. **Dynamic Routing:** Location-based software and apps can provide

dynamic routing, which allows logistics managers to adjust the delivery route based on real-time traffic, road conditions, and other factors. This can help to reduce delivery time and improve delivery efficiency.

4. **Resource Allocation:** Location-based software and apps can help to optimize resource allocation by providing real-time information on the location and availability of delivery vehicles. This can help logistics managers to allocate resources efficiently and reduce delivery costs.
5. **Customer Experience:** Location-based software and apps can provide real-time information on the location and status of each delivery, allowing customers to track their orders and receive real-time updates on the delivery status. This can help to improve customer experience and reduce customer complaints.

Conclusion:

Location-based software and apps play a critical role in optimizing route management for FMCG delivery vehicles. By providing real-time tracking, dynamic routing, efficient resource allocation, improved customer experience, and increased efficiency, location-based software and apps can help logistics managers to optimize delivery routes and improve the overall delivery process.