



MMSS CSI CASE STUDY-2017

- CLIENT NAME: ME N MOMS PVT. LTD.

Sector: Maternity & childcare

- SERVICE OFFERED: WAREHOUSE CONSULTING, VAS

Location: Vasai, Maharashtra

Type of Warehouse: NDC

Project Duration: 20-24 weeks.

Monthly Throughputs: 30000 boxes

- CLIENT DESCRIPTION: LARGEST BRAND IN THE COUNTRY IN MATERNITY AND CHILDCARE

A leading manufacturer and marketer of 0-3 years baby and mother care products –MEE MEE is the largest product brand with 700+ SKU's, a leader in the 0-5 age group distributed across 1200+ outlets and 9 DC's PAN India.

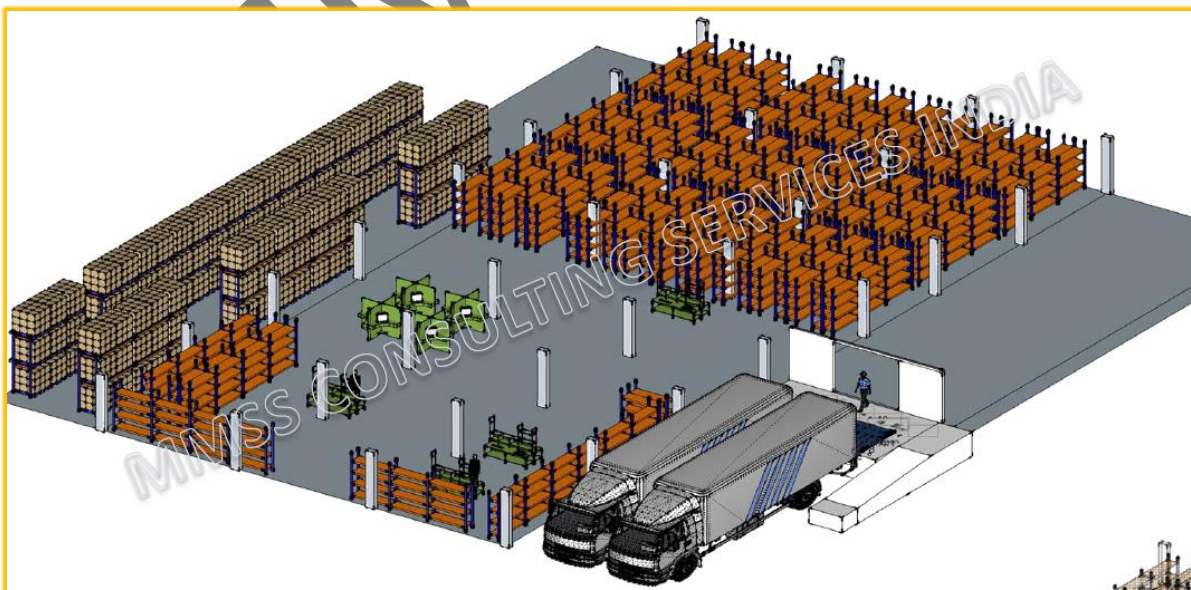
- CLIENT REQUIREMENTS: CONSOLIDATION OF WAREHOUSE OPERATIONS AND STORAGE SOLUTIONS

- The client had started the operations from a single WH and grown tremendously in a short span. This led to hiring of multiple surrounding warehouses with no proper co-ordination between operations. The client's requirement was to have consolidated warehouse operations with facility for inspection, ideal storage and dispatch options.
- The problems faced by the client:
 1. No integration between purchase dept and Warehouse operations
 2. No defined process flows. (inspection, put-away, dispatch etc.)
 3. Unavailability of dedicated storage locations or storage options.
 4. Difficulties in material handling operations.
 5. Unavailability of dedicated operational area.
 6. No account for labor productivity.

- **MMSS CSI ROLE: COMPLETE ANALYSIS OF BUSINESS OPERATIONS AND SUGGESTION OF BEST SUITABLE SOLUTIONS**

- We at MMSS CSI studied the entire business operations of the client at each step at the HO and Warehouse. This included studies and analysis of various factors such as procurement strategies, Logistics, Inventory, Business forecast, SCM, Integrated ERP systems, warehouse volumetric analysis etc.
- After detailed study and discussions with management team of the client we came up with solutions addressing each of their problems and improving them.
- **Solutions offered:**
 1. Defining a seamless process flow of materials from receiving up to dispatch by introduction of palletized material flow for increased output
 2. CADD (2D & 3D) of customized storage solutions like Multi-tier shelving racking, different sized bin storage for e-comm operations, Storage bins, chute systems, pallet designing etc.
 3. Restructuring of available warehouse space and allocating defined storage and operational areas for each category and operation.
 4. Suggestion and technical authentication of various reqd. MHE's, machines like HPT, Stacker, Dock levelers, electric ladders, etc.
 5. Cost benefit analysis of the investment and ROI calculations. With the suggested solutions, the client has tangible and intangible benefits of around 100Lacs/ annum.
 6. Provision of technical specifications for tendering and vendor evaluation with site visits.
 7. Co-ordinating with vendors for sourcing of suggested solutions.
 8. Training sessions for workers for adaptation of new processes.

3d View of one of the suggested solutions



We have consistently met our customer's service requirements and continue to do so year after year.