

Business Process Re-engineering & Automation

An American Multinational Manufacturer

Predictable Delivery Every Time since First Time...

About the Client

The client is a leading American multinational manufacturer that sells a premium flour brand in India that was a pioneer in introducing packaged wheat flour to the Indian markets 20 years back.

The branded wheat flour market in India is estimated at a whopping Rs.17000 crore. The second most populated country in the world is a price sensitive market. Price, packaging, value for products is an essential determinant before buying for its countrymen.

Skillmine undertook the project of data mapping and analysis to re-engineer the entire business structure to increase sales for this brand.

Business Challenges



- Old legacy systems in place.
- Price sensitive market.
- Poor synchronisation between sales and logistics functions.
- Rural marketing of packaged wheat flour, which was unheard of.

Skillmine Solution



- Undertook a bottom up analysis of the Business Process to get a better understanding.
- Looked at historical growth and aggregated a contemporary forecast.
- Performed an as is analysis to chart the gaps in sales volume.
- Data analytics was undertaken to understand the buying points of the wheat flour, purchase frequency, quantity and number of wheat packs used.
- Through data analysis, we concluded that we should do categorisation of customers. Categorisation led to giving way to various packaging's in the form of 1kg, 5kgs, 10 kgs, 20 kgs, 25 kgs, 50 kgs. We re-engineered the entire business process that led to enmasse sales.
- Upgraded their legacy systems and piloted it to give way for ERP implementation.

Business Benefits



- Analysing consumer trends led to effective marketing and sales.
- Forged better collaboration between sales and logistics management.
- Significant increase in growth trajectory due to better positioning and packaging of the product.
- Demarcated a segment for retail and bulk buyers on the basis of data mining
- Since flour is a habitual purchase, determining its price points and packaging was key. We identified this through data analysis and created a robust system to enable greater sales.

Mantra behind this Massive Success

***Leadership Owned the Team,
Team Owned the Delivery”.***

Robust Security & Technology Support Services for Customer , Improvising Customer Security Posture & Compliance Standards.....



Lower cost



Economically
sustainable



Reduce risk



Improve experience
for their customers



Increase
competitiveness




Grow
revenue



Improve
performance



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Think & Care about Customer's Investment

• Predictable Delivery Every Time since First Time

• Passionate about Desired Outcome