



Case Study: Supply Chain

Major Thai Supermarket Chain: Omni-channel Fulfilment Strategy

Extensive store network and rapidly expanding.

PROJECT SUMMARY

LOCATION

Asia

INDUSTRY

Grocery

An in-depth analysis of existing supply chain performance was conducted to deliver a major Thai supermarket chain with a multi-dimensional fulfilment strategy.

Client Challenges

A major Thai supermarket chain operates an extensive offline store network across various formats. Significant projected growth in their online presence meant that the existing conventional in-store fulfillment system was inadequate to support the company's omni-channel strategy.

Approach

An in-depth analysis of the existing supply chain costs, service levels, order profiles, performance metrics, and capacity limitations were initially conducted to map out next steps.

- **Evaluation of various fulfilment concepts** which encompassed central fulfilment, micro-fulfilment, dark stores, and in-store fulfilment. This evaluation also included a comprehensive analysis of the feasibility and desirability of automation.
- **Modeled the costs** associated with upstream, mid-mile, fulfillment, and last-mile processes, factoring in qualitative considerations and risk factors. This analysis informed the development of the future fulfillment network, with our multi-nodal center of gravity tool assisting in the identification of optimal locations.

Solution

TMX assisted the client to design a multi-dimensional fulfilment network that plays to the full strength of each fulfilment option.

The solution is an orchestration of cutting-edge fulfillment technology, capitalizing on the extensive scale and the pre-existing store network to minimize potential risks.

Additionally, TMX put forward an Operational Excellence program to bolster current operations, extending the capacity of the client while we enhance efficiency and capacity for future needs.

Transform your supply chain

TMX Transform is an end-to-end supply chain consultancy, providing expert advice and practical, innovative solutions to businesses globally.