



Optimized Demand Planning for Leading Bath Fittings Company

How improved forecast accuracy and inventory efficiency drove supply chain success for a global bath fittings brand.



Industry: Bath Fittings & Sanitaryware

Region: Global

Business Model: Demand Forecasting & Planning, Inventory Optimization

Anamind empowers bath fittings companies to achieve accurate demand forecasting and optimized inventory planning.

About the Company:

The client is a global premium bath fittings manufacturer, offering 1,000 SKUs across 6 Indian regions, serving both retail consumers and large-scale building projects through distributors and direct sales.

Anamind:

Anamind provides supply chain planning and optimization solutions, helping businesses improve demand forecasting, inventory management, and overall supply chain performance.

Challenge :

The client struggled with inaccurate demand forecasting and inefficient inventory planning, relying on spreadsheets that limited forecasting accuracy to 50%, causing inventory imbalances and difficulty meeting customer demand.

- **Low Forecast Accuracy:** The existing spreadsheet-based forecasting process had limited capabilities, resulting in low accuracy (around 50%) and difficulties in managing inventory effectively.
- **Project Business Challenges:** Forecasting for project-based business was complex and often relied on retail inventory, creating additional pressure on stock availability.
- **Investment Justification:** Deploying a new planning system required internal approvals and a clear demonstration of the expected return on investment (ROI).
- **Capability Development:** The client needed to develop internal expertise to effectively utilize a sophisticated planning system with advanced analytical features.



Anamind's Solution

Anamind partnered with the leading bath fittings company to implement a comprehensive Planning As A Service solution to overcome these challenges.

Outcomes

The Anamind solution delivered significant benefits:

- **Improved Forecast Accuracy:** Forecast accuracy increased to over 70%, reducing stockouts and excess inventory.
- **Enhanced Planning Capability:** The client's internal team gained the skills and confidence to manage the planning process effectively.
- **Increased Efficiency:** The automated planning process reduced manual effort and improved overall efficiency.
- **Optimized Inventory:** Improved inventory management led to cost savings and better customer service.

Testimonial :

It was a pleasure working with the Anamind team. Their expertise and collaborative approach were invaluable. We highly recommend Anamind to other organizations.

Contact Anamind today to learn more about how we can help you achieve your demand planning goals.



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