



Optimizing Operations and Driving Efficiency for a Leading Kids' Products Brand

How the solution optimized operations and boosted efficiency for a leading Indian baby products brand.



Industry: Kids' Products

Region: India, South Asia

Business Model: Brand, Manufacturing, Retail

Demand Prediction & Planning, Inventory Efficiency Optimization.

About the Company:

A leading manufacturer and retailer of kids' products, offering prams, strollers, car seats, and more, focused on safety, quality, and design, with over 2 million loyal, satisfied families.

Anamind:

Anamind, led by Sheetal Yadav, partnered with Streamline to optimize demand planning and inventory levels. With over 50 years of expertise, Anamind enhances planning, forecasting, and ROI through training and process development.

Challenge :

- **Demand Variability:** Fluctuations in consumer demand led to inventory imbalances, causing stockouts and excess inventory costs.
- **Long Lead Times:** Importing products resulted in longer lead times, hindering the supply chain's ability to respond effectively to changing demand.
- **Inability to Forecast for New Products:** Predicting demand for new products without sufficient historical sales data was complex and often inaccurate.
- **Inefficient Ordering:** The planning process did not optimize purchase orders based on minimum order quantities, container constraints, lead times, and other factors.



Anamind's Solution

To address these challenges, Anamind partnered with Streamline to implement a planning solution, including data integration and training for effective system use.

Outcomes :

- **Improved Forecast Accuracy:** Streamline's demand forecasting algorithms led to a notable increase in forecast accuracy, reducing stockouts and overstock situations
- **Enhanced Operational Efficiency:** Automating planning processes eliminated manual errors and reduced planning cycle times.
- **Cost Reduction and Optimized Ordering:** Efficient inventory management and distribution optimization resulted in substantial cost savings related to inventory holding and transportation.
- **Better Customer Service:** Improved demand forecasting and inventory management enabled the company to meet customer demands promptly, increasing satisfaction.
- **Data-Driven Insights:** The planning solution provided valuable insights into supply chain performance, allowing for data-driven decision-making and continuous improvement.

Testimonial :

Testimonial : Anamind has helped put in place a very structured, yet dynamic process to effective forecasting and inventory management. They brought deep expertise in the subject combined with effective communication to bring all users and stakeholders on board and to ensure effective rollout of the process

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



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