

KITTING: ACHIEVING 100% QUALITY ADHERENCE COUPLED WITH HIGH THROUGHPUT AND VENDOR VARIATIONS

THE PROBLEM

One of India's largest Food & Confectionary MNC wanted to start kitting operations very quickly with full adherence to their global QA norms which are very stringent.

A huge marketing effort was planned for their packaged powder based drink brand which had to be kitted together with different flavors' and a Pet Jar.

Each Pet Jar had to be checked for Leakage, Shade and Shrink Sleeve before assembling it in the kit. Flexibility was also required to accommodate vendor variation in delivery of the Jars, The marketing plan was big and therefore kits had to be made available as per the projected demand.

FSC's APPROACH

FSC met the marketing team to understand the planned month on month volumes and the expected demand spread over the states/zones. Multiple meetings were held with client's operations team and supply chain to understand the volume projections, understanding of peak and average throughput requirements basis which the optimum and cost effective solution designed has been implemented.

Understanding the stringent QA norms was also an important part for designing the process. Pre-audit of facilities was also conducted.

We went through the process followed in the launch year and studied the video of the same. The productivities of the previous in-house activity were shared by customer. This, along with the changed and improved SOPs, QA norms and launch of a new SKU were the driving factors for the design.



FSC's SOLUTION

- Instead of centralized production, this year kitting was planned in three zones to be near to the market. Staggered production was planned based on the season variations across all the zones in India.
- Common/shared resource pool was designed keeping in mind the variations in vendor delivery of Pet Jars and the QA rejection rates of Jars. This ensured high throughput of kitting to supply to Market demand as soon as Vendor was able to supply good quality Jars at the same time not allowing any idle capacity.
- Daily MIS visibility was given to the client.



THE OUTCOME & BUSINESS IMPACT

- FSC achieved productivity of over 3 times compared to when the activity was done in-house by client.
- Promo was extended for a month based on the good response from Market.
- As kitting location was planned close to market the increased demand from market was fulfilled immediately.