Case Study

ImpelPro SCM Solutions Pvt. Ltd.   January-2015

Project background:

Client: A well-known Quick Service Restaurant chain with multiple brands, operating in India for more than two decades offered supply & distribution services through RFQ process to improve service levels and to prepare for growth.

ImpelPro promoters backed by their pioneering efforts in structuring and successfully managing similar services for another global QSR leader, pitched in and responded to the RFQ. ImpelPro committed that the promoters will personally get involved in structuring, mobilization and start-up of the operations.

Considering ImpelPro credentials and quality of proposal put in, the QSR chain awarded the contract to ImpelPro for operating in major markets in south India.

Project methodology:

As planned, senior resources of ImpelPro camped at respective operating locations and drove mobilization as follows:

- Strategically tied-up with India's biggest cold chain logistics company for cold storage & warehousing space & transport.
- Documented SOPs for all activities.
- Recruited and trained staffs on all operating aspects.
- Did handholding of operation start-up.
- Put in place performance measurement, reporting & correction system.
- Continues to focus on operations on a day to day basis.

Further, the team works with the client and takes initiative in improving the processes across the system.

ImpelPro currently provides back end services to 100+ stores in 3 major states.

Project impact:

Operations get into its groove faster and sustainable. End users - restaurants give very high rating for the services. In recognition of the contribution, client awarded ImpelPro 'The Best Distribution Partner – 2014' amongst 4 distributors operating nationally.

Supply Chain Operation & Execution

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Providing end-to-end supply & distribution services to a leading international QSR brand.

Geography – markets in South Indian states of Karnataka, AP, Telangana, Chhattisgarh & part of Central India