From Operational Bottlenecks to Seamless Efficiency: How a Leading FMCG Brand Transformed Its Warehouse Operations with a WMS.

CLIENT

A nationally recognized FMCG brand operating multiple warehouses across India faced operational challenges between its manually managed sites and those using automation. We explored this contrast to highlight the real-world impact of technology on efficiency and measurable outcomes.

PROBLEM

1. Inventory mismatches (10+ per month) caused frequent **dock blockages of 2-4 hours**, disrupting daily flow.
2. **Expired stock accounted for 5–8%** due to a lack of FIFO/FMFO enforcement and delayed reporting.
3. Manual ageing reports delayed decisions by **24–48 hours**, leading to **frequent stockouts and overstocking.**
4. **Order fulfilment** lagged due to a lack of real-time visibility and **kitting** inefficiencies.

SOLUTION

1. With FSN Zoning, Barcode GRN Validation, Picker-Checker workflows, the **mismatches cut 80%**, and **dock time 45%.**
2. Enabled **real-time stock ageing**, and **FIFO/FMFO**, ensured **accurate fulfillment**, and reduced **expiry-linked** losses.
3. Multi-warehouse visibility with inter-warehouse transfer tracking strengthened transparency and movement control.
4. **Kitting/De-kitting modules** improved product bundling accuracy, minimizing under-shipment and delays.
5. Live dashboards across departments enabled instant collaboration and insights for demand forecast & optimization.

ROI

Dock times dropped by **45%,** while expiry-related losses fell sharply to under 2%. **Inventory Accuracy reached 98.5%**, supported by an 80% drop in order errors, and lifted OTIF by 30%, strengthening overall supply chain dependability.