

**Business Case: Analyse and Improve the Last-mile Delivery for Food Distributor - Li Da Food**

**General Information**

VersaFleet is a Transport Management Software-as-a-Service (TMS SaaS) that automates supply chains with route optimisation, electronic Proof-Of-Delivery (ePOD), instant notifications and real-time job-status tracking. Designed for the everyman, VersaFleet powers thousands of transporters worldwide, automating operations one successful delivery at a time.

VersaFleet has been in the market for 7 years and has been automating logistics operations across multiple industry verticals in ASEAN region. Some of our customers include Fortune 500 brands like Philips, Canon, Amazon and Johnson & Johnson.

**Issues Encountered**

VersaFleet partners with one of their existing customers, Li Da Food, to look deeper into their challenges of last mile delivery.

**Requirements**

The students are required to:

- i. Understand the current operation processes and suggest areas of improvement
- ii. Provide realistic suggestions to help Li Da Food improve internal and external customer experiences
- iii. Provide realistic suggestions to help Li Da Food better optimise their last mile deliveries, thus enabling them to scale up their business locally and overseas

Some fieldwork to gather primary data may be required to give the students a valuable perspective of actual business implementation.

The students will identify specific optimisation opportunities and key market trends.

They are expected to present their finding and suggestions in the following formats, such as but not limited to:

- Visualisations based on data analysed
- Executive report and presentation

**Open House**

The Open House will be held at Li Da Food's office.

Address: 79 Ayer Rajah Crescent #02-08 Singapore 139955

Session 1: 30 April 2019, 10.00am – 12.00pm  
Session 2: 06 May 2019, 3.30pm – 5.30pm

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***Team leader to send email to the contact person in advance regarding the number of persons going to the open house.***