

Business Case: End to End Procurement & Order Management of Pet / Veterinary Products

General Information

Jacobson Global Logistics (S) Pte Ltd (JGL) is a local company established in 1994. From a team of 4 staff in 1994 till today having a regional staff strength of about 130 personnel with offices in Singapore, Malaysia, Indonesia, Cambodia, Myanmar, Vietnam and Thailand. Since 1999 Jacobson has been adopting technology internally to enhanced operation effectiveness. We are not at forefront of the technology chain but are always learning from the leaders in the industry and upgrading ourselves.

1. As JGL have recently taken on a new business for distribution of veterinary (household pets) products to veterinary clinics island wide.
2. Origin of products are across the border from Malaysia.
3. Products are send into Singapore via the causeway.
4. This are than send into our customer 'storage facilities' which is within their office under ambience air condition temperature 24/7.
5. Product comes with 'shelf life' as they're mostly medication & vitamins.
6. Currently containing just about 8 SKUs. Range is expected to increase as new product is gradually introduced into the local pet/veterinary/fish farming market.
7. Customer would send delivery instruction by means of email to JGL who upon receive will arrange collection on next business day.
8. Target set for completion of delivery job (to veterinary clinic) is within same business day of collection with Delivery Order (DO) signed and endorsed by recipient.
9. Number of 'Drop Off Point' (veterinary clinics) fluctuate from zero to more than 10 drop points a day.
10. This signed/endorsed copy of DO is than returned to customer as 'proof of delivery'.
11. JGL thereafter will raise invoiced to customer with same copy of DO attached.
12. A consolidated monthly distribution report is also submitted to customer.

Issues Encountered

1. Customer delivery instruction to JGL are send by emails. It can often be 'cluttered' together with other incoming emails in receiving staff 'In Box'. Recipient beside not being able to read and response to order, have also to summarise and reconfirm total orders with customer before 'ordering' pick up and delivery with 'transport vendor' .
2. Communication process is 'old schooled' between Customer - Malaysian supplier - End User (Veterinary Clinic) – Customer – JGL
3. Often products with 'short shelf life', those with 6 months or less to date of expiry are rejected by veterinary clinics. Delaying and slowing down over the counter point of delivery process as recipients from clinic would often query and also necessitating product exchange on another day.
4. While business is at the early stage confined locally, it is projected that eventually JGL will have to manage the end to end order process from supplier to end user.

Requirements

Taking all that has been described, the challenge will be

1. How can JGL improvise and value add into the end to end supply chain involving Malaysian supplier to final end user here through combination of electronic data exchange and digital processing as a single 'Through Train' .
2. Enhance the end user order processing experience and expediting pick and pack and final delivery process
3. *In doing so, consideration should be factored to include 'Flexi Work Hours' and 'Work from Home' processes both within JGL and other stake holders in the supply chain.*
4. Management of inventory that include 'shelf life' alert since almost all product distributed have 'shelf life' expiry.
5. How can JGL eventually replicate model and serve our customer or similar type customer regionally as growing affluence of some of our ASEAN neighbours will see growth in the house hold pet market and even products for animal feed and farm use.

Open House

The Open House will be on:

- 4th May, Tuesday - 10.00 am to 1.00 pm
- 5th May, Wednesday - 10.00 am to 1.00 pm
- 6th May, Thursday - 10.00 am to 1.00 pm
- 7th May, Friday - 10.00 am to 1.00 pm
- 8th May, Saturday - 9.00 am to 12.00 pm

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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.