

### Project: Amul's Supply Chain Analysis (Operation Research Project)

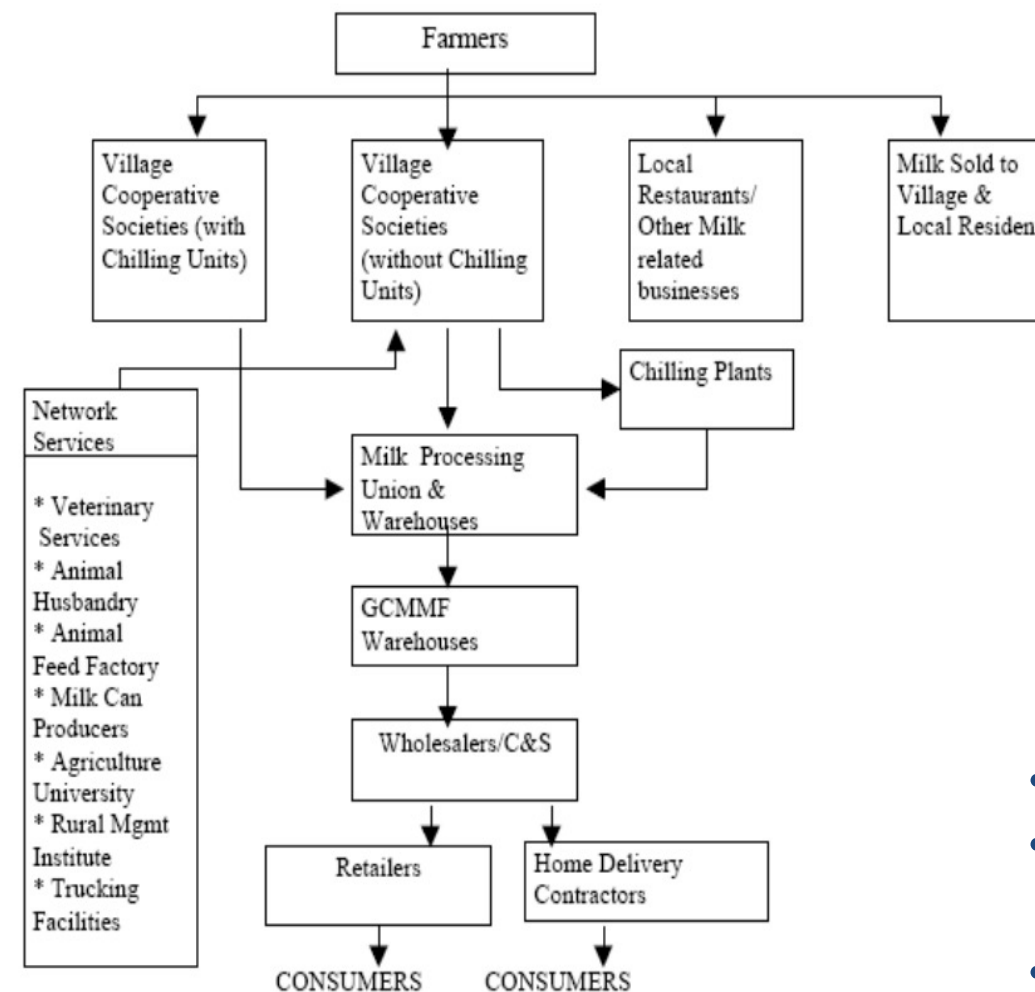
GCOMM: Union group Amul,  
Group No - 5



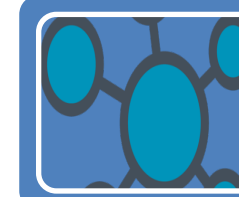
#### Project(s) Undertaken

- The project was to understand the success story of the company achieved even during the coronavirus pandemic. Amul is one of the most efficient supply chain practices during the pandemic safety guidelines Asia's largest producer, consumer, and exporter of milk and milk products.
- Amul was formed in 1946 under a co-operative body Gujarat Co-operative Milk Marketing Federation (GCOMM) by Dr. Verghese Kurien. GCOMM has an annual turnover of US \$ 5.3 Billion (2020-2021). Amul eyes 15% growth in FY20 despite coronavirus pandemic.
- Milk procurement is approx. 18 million liters per day from 18,554 village milk cooperative societies, 18 member unions covering 33 districts, and 3.6 million milk procedures.

#### Data/Charts/Graphics



#### Useful Tools, Skillset(s)



##### The Distribution network

- Dry & cold warehouses
- Cash transaction throughout the supply chain - JIT



##### Logistics

- Logistics of milk collection, distribution of dairy products
- Sale of products through dealers and retail stores



##### Developing demand & branding

- Limited purchasing power, modest consumption levels
- Low price strategy
- Common branding for most of the products categories

- Studied various supply chain models and strategies
- Detailed knowledge and understanding about the logistics and supply & demand factors
- Factors that can be affected by implementation of integrated supply chain and demand methodologies

To achieve extraordinary target focus more on integrating your supply chain points from one point to other and also try to understand customer requirement and increase the demand with it. To fulfil demand of any customer product requirement in market you can efficiently utilizing your integrated network to achieve 100% efficiency by integration of in supply, logistics and demand.