

On the back of the strong relationship between Kinara International and Uber Eats, Kinara embarked on a project with GrabFoods to drive efficiencies in the delivery driver equipment space across the AsiaPacific region.

Through joint workshops, Kinara and Grab came up with a 3 stage plan:

Stage 1: Standardisation

A full review of each market needs, expectations and wants was conducted, as well as an audit of existing bag designs. A gap analysis allowed teams to identify the most important market concerns and to standardise the bag designs across markets to meet those needs. This resulted in a significant reduction in the number of bag designs but overall an improvement in functionality.

Having a standardisation of products ensures consistency and one efficient, centralised process for manufacture. The negatives means that there is less for ad-hoc adjustments and bespoke tweaks to products, or market-specific branding.

Standardisation	
Pros	Cons
Brand continuity & consistent product	Less room for bespoke adjustments
Single centralized processes	No unique market-related branding
Cost savings	Reduced flexibility

Stage 2: Consolidation

Bringing together data across the markets, allowed for central control of forecasting, an understanding of regional priorities and a simplified ordering process. With better visibility of future requirements, there was the ability to plan the manufacturing better and ensure no expensive air freights needed for last minute market launches.

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The challenge was that each market in the region had **their own requirements** for delivery equipment, their own designs, forecast data, ordering process and delivery requirements.

Stage 3: Just-In-Time Manufacturing, Warehousing and Distribution

Once the data was under control, Kinara implemented best practices for JIT manufacturing and centralised a warehouse for stock management on behalf of Grab. Local market teams could then place orders for draw down of the stock from Kinara.

Just-In-Time Manufacturing	
Pros	Cons
No capital tied up in stock - only manufactured specifically when required	Not immediately available for shipment
Cost savings - no wasted resources, storage costs or excessive manufacturing	Potential delays in the flow of production
More efficient	More pressure on factories to manage

Having an established Just-In-Time model in place has many advantages. Clients don't have capital tied up in stock. No excessive manufacturing - which can increase costs as resources like labour, materials and storage add up. By using a just-in-time model, each step of the process is only performed when the specific requirement is there. This process also increases efficiency as all resources are working to exact order quantities.

In order to deliver on the above requires Kinara to work very closely with the factories to ensure that they understand the way of working and are able to adapt to production needs as required.

To ensure security of supply, Kinara would hold buffer stock on behalf of Grab in the central warehouse and only bill once bags are ordered.

To find out more about our JIT warehousing and distribution solutions please contact us at info@kinaraexports.com

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