

INTERNATIONAL BUSINESS CASE STUDIES

OPTIMIZING SUPPLY CHAIN FOR A CABLE MANUFACTURER



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Introduction

AN SME cable manufacturer , faced the complex challenges of streamlining its international supply chain. From logistics to sourcing concerns, the traditional supply chain model demanded a reevaluation.

Challenges

Navigating global logistics, ensuring quality control, and aligning with sustainable sourcing practices posed significant hurdles that spanned diverse geographic locations.

Solutions

Several meetings on the problem root causes, micro segmenting the bottle necks and modes of transportation, led to revamp the whole supply chain map . To optimize the supply chain, technological integration, new sourcing frameworks, and new strategic partnerships for the areas that were most affected became the cornerstones of a revamped supply chain strategy.

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Outcomes

The outcomes were transformative—enhanced efficiency, reduced costs, and a supply chain aligned with sustainability goals. Retail Innovations evolved into a frontrunner in responsible and streamlined global supply chain management. I-MAVE identifies the causes of the hurdles, analyzes the impact and offers sustainable solutions that last.

Major Take-Aways

This case emphasizes the pivotal role of technology in supply chain optimization, the importance of ethical considerations in sourcing, and the value of collaborative partnerships for sustainable growth.

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ABOUT THE AUTHOR



Faruk M. Khair, is the CEO and founder of I-MAVE | International Maverick. He is a management consultant, certified global business professional, certified global business trainer, international business coach & mentor and a seasoned International Business Specialist with 25+ years of senior executive experience in global roles bringing unparalleled expertise to guide your export business success. Mr. Khair has empowered SME Exporters with insights drawn from the successful track record of guiding over 40 global exporters from US, Europe, Africa & Asia.

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