



Breakthroughs in Manufacturing Direct to Consumer Technology

For to past few decades the chasing of low labor costs around the world have created dysfunctional supply chains. Many of these supply chain networks have simply evolved without supply chain engineering. Supply Chain capabilities were built upon simplified linear thinking without regard for variability of demand or long lead time supply lines. Total cost was not considered, neither was the need to protect intellectual property or the impact of unexpected supply chain events such as Covid-19, capacity constraints at ports and new tariffs. The reality is stark and current events have now illustrated the depth of exposure of extended long lead time supply chain networks.

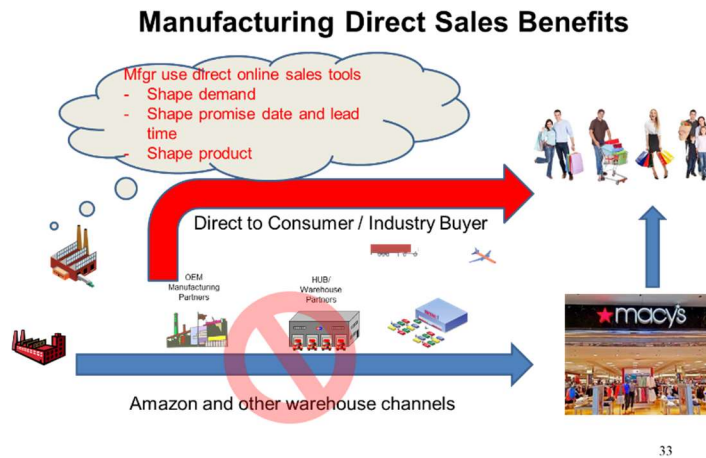


Figure 1 Manufacturing Direct to Consumer Customer

DCRA would like to dialog with you to discuss how to retain low cost sourcing but give your business a better, faster, agile, resilient supply chain to catalyze increased sales and profits.

Benefits of moving part of your business to Direct to Customer Sales

- Avoids lumpiness bullwhip effect of long lead time distributor led demand
- Allows you, the manufacturer, to tune and tweak product as differentiator
- Control of intellectual property
- In age of the Covid-19 many customers now prefer a no touch electronic shopping experience over touch and feel
- Strategic capability to align pricing to the Sales and Operations Master schedule. This enables you to provide incentives to fill or optimize time slots in manufacturing and inventory availability (see our S&OP solutions for more insight)
- Dramatic financial metric improvements in working capital reduction by aligning demand and supply (higher inventory turns, higher ROA, improved customer satisfaction, improved cashflow, reduction of risk)

The DCRA team brings a team with decades of operational experience, in strategy consulting and leadership in some of the most influential supply chain technology firms and has polished our solution approach to remove the complexity and allow your team to move forward rapidly, in a cost effective manner with an almost certain rapid return on your investment. No long costly technology projects that never create ROI but rapid deployment of capabilities guaranteed to create value.





Direct to Customer Manufacturing Sales Capabilities

Process Diagnostics	Technology
<ul style="list-style-type: none"> - Review of on-line sales strategy - Review of fulfillment strategy - Analysis of current total costs to serve - Lead time analysis - Supplier performance analysis - Logistics Provider performance analysis 	<ul style="list-style-type: none"> - Turnkey web sales technology - Integrated credit card processing - Integrated SEO optimization - Pay by usage not fixed cost - Patented Order Commitment view of entire network of inventory, master schedules in transits to commit more sales - S&OP plan integration to sales - Latest generation of supply chain network of network technology

Count on us for not only clear concise quick wins but also ability to cut through hype vs. reality in what can and should be digitized in your modern supply chain

Contact DCRA Inc. today via email at info@dcrasolutions.co ,call 214 352 0868 or at DCRAolutions.com

