



ELIMINATING SUPPLY CHAIN ISSUES IN KENYA

CASE STUDY

The challenge



- Customer used several distributors in Kenya
- Orders placed by retailers and consolidated by distributor who orders from manufacturer
- Manufacturer has a lack of visibility on orders
- Retail partners suffer cash-flow issues: payment made in advance, stock received 2-3 months later

The solution



- Manufacturer bypasses distributor and goes direct to retailer
- Manufacturer uses import company to physically import goods
- Damco holds stock for delivery to retailer within 24 hours
- Damco invoices, collects payment, delivers product to retailer

The result



- Retailers have stock available on demand
- Improved control over local distribution
- Additional cost of stock holding eliminated via increased product margin
- Volume increase from improved stock availability

The customer



- Recognized manufacturer of motorcycles
- Motorcycles sold through distributors in Kenya and Uganda

About Damco

Damco is at the forefront of developing innovative supply chain solutions. We fuse our global network and depth of expertise with pioneering digital innovations to enable our customers to stay ahead. Our vision is to connect and simplify supply chains across the globe.

We are experts in the field of complex, rapidly changing markets such as fashion, retail, chemical, FMCG and technology. With a presence in over 100 countries, where we employ more than 11,000 people worldwide, we combine global reach with depth of local understanding. In 2016 we achieved a turnover of 2.5 billion US dollars, managed 659 thousand TEUs (twenty-foot equivalent units) of ocean freight and 190 thousand tons of air freight.

We are proud to be a part of A.P. Moller – Maersk.

