

# Route Optimization for a leading FMCG company.



## CLIENT

The client is one of the biggest FMCG companies and a market leader in consumer product domain. A company with a strong distribution network across all regions.

## BUSINESS CONTEXT

The client is a leading FMCG company with a strong foothold in different market regions across India. Given the large demand for its products, they wanted to optimize the number of salesmen and their travel costs, given different constraints. Apart from efficient salesmen allocation and travel plan, the client also wanted to focus on setting up of more agencies in rural areas and efficient delivery of its products across all stores.

## BUSINESS IMPACT

20%\*

Cost Reduction through salesmen number optimization by more than 20%. Further cost reduction through the suggested delivery system with the available resources by an additional 10%.

10%\*

Increased revenue from test runs due to optimal resource allocation by almost 10%.



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**How we delivered Value – Go to page 2**

*BRIDGEi2i's solution helped the business in efficient beat planning for salesmen and the delivery of the products with the available resources.*



*Talk to us*



## SOLUTION DEPLOYMENT

The Bridgei2i team leveraged meta heuristics approach using complex optimization modules through R&D to help the client solve 4 main field force problems.

- **Beat planning for salesmen:** Identifying the most optimized route for salesmen during their visits to different stores. Not only was route planning the focus, but identification of different salesmen, capable of driving up the revenue of different stores, was also undertaken .
- **Adhoc-promotion and compliance tracking:** Identifying resources who would be able to do an efficient promotion of client's products in different stores, and at the same time are able to ensure that the stores are compliant with their campaigning strategies.
- **Dynamic delivery of the goods (logistics):** Focus was on efficient delivery of the products. The delivery is dynamic in the sense that orders, to be delivered , vary across days in a week. Hence proper allocation of vehicles, on a daily basis, was a necessity which helped the client in reducing the cost of transportation.
- **Setting up of new agencies:** Identification of prospective rural regions where new agencies can be set up based on historical demand and revenue generation possibilities.

BRIDGEi2i delivers faster time to value and more accurate decisions

Learn how

### India Office

Umiya Business Bay, Tower 2, 2nd Floor,  
Cessna Business Park, Kadubeesanahalli,  
Outer Ring Road, Bangalore-560103,  
Phone: +91-80-67422100

### U.S. Office

42808 Christy St., Suite 226,  
Fremont, CA, 94538,  
Phone: +1-650-666-0005

### Visit our Website

[www.bridgei2i.com](http://www.bridgei2i.com)

### For Enquiries

[enquiries@bridgei2i.com](mailto:enquiries@bridgei2i.com)

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