



Supplier Demand Planning

Ordering smarter to avoid stockouts and excess inventory

International suppliers (Miami, Korea, France) | 800–1200 SKUs/order | multi-brand parts inventory

Situation

Inaccurate factory ordering was causing stockouts, excess inventory, and frequent emergency and local purchases across parts inventory.

Friction

- Orders of 800–1200 SKUs made manual review difficult.
- Multiple supplier systems disconnected from ERP.
- Frequent DHL emergency shipments.
- Local purchases at higher cost.
- Imbalance between fast-moving and slow-moving parts.

Decision

Implement stricter SKU-level demand planning by adjusting replenishment parameters, reviewing category logic, and aligning order timing with real demand patterns.

Actions

- Tuned ERP parameters: safety stock, reorder points, min/max levels.
- Reviewed SKU categories (ABC + price impact).
- Used vehicle-lifecycle demand matrices for forecasting.
- Balanced maritime (20-day), air, and express ordering mix.
- Reduced local purchases by improving factory orders.

Impact

- Service level improved by about 11%.
- Emergency DHL shipments were reduced.
- Local high-cost purchases decreased.
- Inventory rotation became healthier.
- Sales increased due to better part availability.

System Insight

Inventory problems often start with how you order from suppliers.

Evidence

- Supply coverage improved by about 11%.
- Emergency shipments decreased.
- Local purchasing costs were reduced.
- Inventory days improved.



ERP SKU Recategorization

Fixing SKU categories so the system makes better decisions
~80k SKUs | multiple ERPs | cross-brand parts catalog

Situation

Wrong SKU categories and price settings were causing bad ERP ordering suggestions across about 80,000 parts.

Friction

- Legacy part codes still active in new vehicle models.
- Incorrect categories affecting reorder logic.
- Factory price changes not reflected on time.
- Margin factors misaligned with real costs.
- Multiple ERPs across brands with inconsistent rules.

Decision

Reclassify SKUs and correct ERP parameters for ordering logic and price factors to improve purchasing accuracy and margin consistency.

Actions

- Recategorized SKUs by rotation, criticality, and price impact.
- Reviewed and updated legacy part codes.
- Adjusted price factors based on prorated landed cost.
- Updated prices based on factory changes and market levels.
- Standardized processes across Hyundai, Peugeot, and NAPA workflows.

Impact

- Ordering recommendations became more reliable.
- Margins became more consistent across categories.
- The SKU database became cleaner and easier to scale.
- Pricing errors were reduced.
- System data aligned better with real operations.

System Insight

If SKU data is wrong, the ERP will make bad decisions every day

Evidence

- Margin stability improved in recategorized SKUs.
- Fewer pricing corrections were required.
- Ordering accuracy improved.



Branch Allocation

Sending the right parts to the right branches
2 central warehouses | 14 branches | national parts distribution

Situation

Sending the same inventory to every branch was causing stockouts in busy locations and excess stock in others.

Friction

- Different markets per branch but same allocation logic.
- Frequent emergency transfers between warehouses.
- Slow-moving stock in low-demand branches.
- Lost sales when critical parts unavailable locally.

Decision

Allocate inventory to branches based on real consumption, rotation, and critical SKU importance instead of equal distribution.

Actions

- Analyzed sales and rotation per branch.
- Identified “must-have” SKUs by location.
- Built allocation report showing what each branch should hold.
- Adjusted replenishment quantities accordingly.
- Reduced unnecessary inter-branch transfers.

Impact

- Inventory balance improved across branches.
- Urgent inter-branch transfers were reduced.
- Availability of fast-moving parts increased locally.
- Sales improved by having critical parts in stock.

System Insight

Inventory should follow real demand, not equal distribution.

Evidence

- Inter-branch transfers decreased.
- Availability of key SKUs improved.
- Lost sales in high-demand branches were reduced.