

# Naukri: Three Retention Dilemmas

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# Naukri: Three Retention Dilemmas

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# *Overview*

- Based in La Mirada, CA
- Founded in 2012
- Crown Zellerbach Corp
- Target mid-high end restaurants



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## *Type of Products*

- Distributes paper and plastic packaging products for restaurants and other businesses
- Janitorial supplies such as trash bags, gloves, and toilet paper



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# *Type of Products*

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- “Green packaging” includes environment-friendly products
- Meets the ASTM and BPI standards
- Made with potato starch, paperboard, polylactide (recycled and biodegradable polyester), and bagasse (sugar-derived fiber)

# *Supply Chain*

- Orders placed using **historical data** from ERP systems and product-usage Excel graphs
- **Re-distributed** to local restaurants
  - Customer places order by phone
  - Deliver twice a week
- Lead-time supplier and customer is **24 hours**

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# *Supply Chain*

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- Improvements that could be made:
  - **Reduce** receiving and delivering times
  - Item names should be **simplified and consistent**
  - Bar code scanning system
  - **Limited staff** due to limited funding

# Scheduling

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- Priority, order-driven process
- Servicing the Inland Empire, Orange County, and Los Angeles regions





# *Scheduling*

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- **Truck Routes:**
  - Plot addresses using Google Maps
  - Consider customer time constraints
  - Never double back on route
  - Final route made by CEO
  - Posted on white board

