

"A man is
great by
deeds, not by
birth"

-Chanakya

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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

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Forecast driven Inventory Management at BHT

Pharmaceuticals Pvt Ltd

Shovan Chowdhury¹

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Please contact the corresponding authors if you would like to access the full case.

¹Professor, Quantitative Methods and Operations Management Area, Indian Institute of Management Kozhikode, Kerala, India,
Email-shovanc@iimk.ac.in, Phone:+91 495 2809119

Forecast driven Inventory Management at BHT Pharmaceuticals Pvt Ltd

Abstract:

BHT Pharmaceutical Pvt Ltd. is a Bengaluru based manufacturing and marketing pharma company founded in 2005. The firm sells medicines in different segments of which antihistamine drug is the best-selling revenue generating product. The firm has been consistent in supplying medicines to its customers and prudent in managing its supply chain. In recent times, the company has found discrepancies in the figures of inbound and outbound logistics mostly due to the uncertain nature of the production and distribution processes. In order to ensure an uninterrupted supply of medicines in the market, Anita, the MD of the company wants to make the supply chain more robust and assign Kalyan, the VP-Operations & IT to derive a long-term solution for the same. Kalyan, along with the senior business analyst, Arun is exploring the possibility of leveraging technology and data to create a responsive and reliable supply chain system in the firm. They are planning to develop a dashboard for real time monitoring of the processes involved. Efficient forecasting techniques are intended to be used for estimating future sales figures which can be used further in managing inventory proactively.

Research Office
Indian Institute of Management Kozhikode
IIMK Campus P. O.,
Kozhikode, Kerala, India,
PIN - 673 570
Phone: +91-495-2809238
Email: research@iimk.ac.in
Web: <https://iimk.ac.in/research>

