

"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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**INVENTORY AND DISTRIBUTION MANAGEMENT AT
ELEPHANT DISTRIBUTION SERVICES**

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Abstract:

Kaustubh wants to enhance his supply chain efficiencies by carefully evaluating his current stock position and taking necessary actions to improve fill rates and reduce lead time. He wants to focus on customer satisfaction by providing efficient supplies, ensuring their happiness and loyalty. As a strategic thinker, Kaustubh recognizes the crucial importance of staying competitive in the market and is taking a methodical approach to gradually improve his business operations. He understands that a new player with an efficient distribution system will inevitably emerge, offering customers unparalleled fill rates and the shortest possible lead time. Hence, Kaustubh wants to proactively take steps to maintain his competitive edge and continue to thrive in this cut-throat business environment.

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