

The Client

Gold'n Plump (GNP) is a family-owned company that is the largest integrated producer of fresh chicken products in the upper Midwest. Founded in 1926 as a seasonal hatchery, GNP Company provides wholesome, naturally nutritious chicken products to customers and consumers domestically and for export internationally.



Pain Points & Challenges

- ⇒ Gold'n Plump entered into a national agreement to provide direct store delivery of fresh perishable packaged chicken (variety of cuts) to Super Target Stores
- ⇒ This required supply chain delivery process redesign to ensure GNP could meet customer delivery and stocking requirements while managing the outbound transportation more efficiently to improve margins
- ⇒ Integrated Super Target point of sale information for daily upload to GNP for analysis to drive a restocking strategy called Efficient Customer Replenishment (ECR)

Pragmatek Solutions

- ⇒ Implemented a best practice supply chain delivery model to ensure optimization of restocking within customers' Service Level Agreements (SLAs) and to reduce inefficiencies in outbound transportation processes resulting in:
 - Identification and removal of \$1.3 Million in delivery costs due to inefficient delivery routes:
 - Elimination of empty backhaul costs for refrigerated trailers by coordination of inbound supply deliveries for goods that could be carried dry in refrigerated trucks
 - Outsourcing of some delivery routes to lower-cost carriers under proven delivery SLAs
 - Increased shelf space allocation from Super Target by fine-tuning the forecasting and replenishment model using Target-provided daily POS data to ensure the right product SKU in correct volumes lining up with local demand variation due to seasonal and promotional events. For example:
 - A specific set of stores in St. Louis MO experienced a surge in demand for whole barbecued chickens during the month of July due to local trends
 - By shipping more whole chickens vs. cuts, Target realizes more sales, GNP gets a track record of strong product sales/turnover, and Target rewards GNP with additional space allocations