

Supply Chain Management

The Company places great emphasis on efficient supply chain management in order to achieve the flexibility and speed of the transport of products from manufacturers to consumers. The Company's supply chain management is sustainable and in line with the Company's Effective supply chain management protocols that help protect the Company from the risk of damages in the event of failure of Supply chains, such as stock shortages and delays in shipping. Moreover, the Company can benefit from reducing stocking costs and increase its competitiveness through cost reduction and building confidence among stakeholders.

The Company is committed to continuously develop its supply chain, improving agility and speed to increase operational efficiency and meet the needs of the customers. In addition, the Company is committed to working with trading partners to promote sustainability throughout the supply chain. The Company has a supply chain management approach that focuses on the development of product distribution systems and transportation systems. This is because it is the driving factor for the Company's supply chain, in which continuousness and agility are core components of the omnichannel platform. The main operations are as follows:



Operations related to distribution centers

Increase distribution center risk response capabilities to prevent supply chain failures.



Transport Management System

Apply technology to the freight management system to increase efficiency and speed. This includes route planning, operations control and performance administration.



Partner screening and development system

Screening business partners in line with the company's sustainability principles, taking into account the safety of employees and the quality of service according to the following metrics: Delivery on time, availability of cargo vehicle, damaged or lost items, customer complaints, and safety performance. Moreover, the Company has evaluated and reported the evaluation results to its partners for continuous development.

Outstanding implementations of supply chain management in 2020 were the COVID-19 response plan for distribution centers and the delivery slot booking etc.