End-to-End and Demand-Driven: Imperial Tobacco Relies on CAMELOT for Global Supply Chain Transformation

CAMELOT will support Imperial Tobacco as they introduce Demand-Driven Supply Chain Management principles

MEDIA, Pa. (PRWEB) January 24, 2019 -- Imperial Tobacco, a leading international manufacturer of tobacco products, has commissioned CAMELOT Management Consultants to transform its global supply chain processes. The aim of the project is to establish a seamless end-to-end supply chain based on Demand-Driven Supply Chain Management principles. This will help to create competitive edge for Imperial Tobacco in the highly competitive tobacco market.

As part of Imperial Brands, a dynamic fast moving consumer goods company borne out of a strong tobacco heritage, Imperial Tobacco manufactures and markets a range of cigarettes, fine cut and smokeless tobacco products, mass market cigars, and tobacco accessories, as well as e-vapours. Imperial Tobacco brands are available in markets worldwide and include Blu, Davidoff, West, JPS, Gauloises Blondes and Golden Virginia.

To support future growth and profits, Imperial Tobacco’s global supply chain processes had to be taken to the next level. “The tobacco market is highly competitive and volatile. What we need is a seamlessly integrated supply chain that is able to react flexibly to market changes. With CAMELOT, we have found the right partner, who is not only experienced in supply chain transformations, but also a market leading consulting provider for the new supply chain paradigm Demand-Driven MRP”, said Avelino Pinto, Director Global Planning & International Operations at Imperial Tobacco.

The project comprises the design and implementation of a streamlined global end-to-end forecast-to-stock process as well as establishing the future supply chain setup. This includes implementing the so-called Demand-Driven MRP methodology with Camelot Demand-Driven LEAN Planning Suite, a software solution for Demand-Driven Supply Chain Management. Establishing an efficient production planning and scheduling is a further element of the project.

A particular focus within the project will be on change management. “Implementing Demand-Driven MRP methodologies questions traditional ways of working. The introduction of Demand-Driven Supply Chain Management is above all a business transformation that must be strategically planned and managed. We are happy to support Imperial Tobacco on this journey with our expertise gained in numerous successful supply chain transformation projects”, said Dr. Josef Packowski, Managing Partner at CAMELOT, commenting on the project.
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