



Gold'n Plump Poultry



## 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 restocking strategy called Efficient Customer Replenishment (ECR)

## Pragmatek Solutions



- PRAGMATEK implemented a best practice supply chain delivery model to ensure optimization of restocking within customer's 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 back haul 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 month of July due to local trends
    - By shipping more whole chickens vs. cuts, Target realizes more sales and GNP gets a track record of strong product sales/turnover and Target rewards GNP with additional space allocations