



Client Snapshot | Region: North America
Industry: eBook Reader Accessories



Quality Control & Production Management

Setting

- A US based branded consumer products company began selling significant volumes on Amazon of private label cases for Amazon's Kindle.
- The significant increase in volumes (driven by SKU growth as well as increased sales across each SKU) added a material degree of complexity to their supply chain in terms of quality assurance, quality control and production management.

Challenge

- Create clearly defined quality assurance protocols, product data sheets with detailed tolerance ranges on critical specifications, a thorough quality control procedure, and production management milestones so as to ensure on time delivery and minimal disruptions due to quality exceptions.

Solution

- Sertus documented all product specifications with measurable tolerance acceptance criteria and implemented a broad range of reports that captured the ongoing production of client's products across multiple factories.
- Sertus dedicated at least one inspector and production manager to each manufacturing facility that were directly responsible to client for all daily reporting and management of both quality and ultimately production and shipment against aggressive delivery dates.

The Results

- Client was able to grow its sales with Amazon by over 70% per annum, with no returns or allowances for defective product
- 89% on-time shipments, with the shortfall covered by a contingency shipping and inventory strategy so as not to miss aggressive Amazon delivery targets.

