

Alpine Electronics of America

Supply Chain Best Practices Benchmarking

Business Challenge

Alpine Electronics of America manufactures and distributes mobile electronics equipment to customers in Canada and the US. Alpine Electronics senior executives acknowledged the good performance of their supply chain management strategies, but with a focus on continuous improvement, wanted to identify Supply Chain Management areas which could be improved.

How WCL Consulting Helped

WCL Consulting worked with Alpine Electronics COO and Vice President of Supply Chain Management to develop a Global Supply Chain Benchmarking study. The objectives of the study were:

- Confirm strengths and weaknesses of current logistics and supply chain strategies
- Identify additional logistics and supply chain strategies to effectively reduce costs and / or improve service quality

The logistics areas benchmarked included:

- Transportation management
- Warehouse operations management
- Inventory management
- Information technology
- Organization management

The firms which participated in the Supply Chain Management Benchmarking included:

- Alpine Electronics of America
- Calsonic Kensi
- Denso International
- Hitachi Automotive
- Alcon Laboratories
- Medtronic

Alpine Electronics along with WCL Consulting implemented various supply chain strategies and tactics which resulted in critical cost reductions and service improvements.