

Business case

Accelerating Response Time to New Products for a Cosmetics Subcontractor

PRACTICE

Supply Chain

SECTOR

Cosmetics

MISSION DURATION

4 Months

Our client,
a cosmetics
subcontractor, wants
to accelerate its
Response Time for
developing new
products.

KEPLER offers
to implement
a collaborative
approach to identify
and implement levers
that will accelerate
Time To Market for
new products.

Context

- Two historic industrial sites, one dedicated to formulation (R&D), the other to packaging (around 15 lines)
- No synchronization between formulation and packaging schedules
- A process for releasing the products that causes a 30% delay and also generates non-quality
- Fifty new projects/year and customer deadlines not respected with a two months backlog

Objective(s)

Improving Responsiveness
and Securing Availability

- Accelerating Time-To-Market for new products (NPI)

Our Approach

Sector: Cosmetics
Mission: 4 months

Methodology

1 **Analysis of production schedules** and customer demand

2 **Segmentation of the type of projects / new projects** and associated specificities

3 **Summary of deviations from the target** and definition of planning and industrialization processes

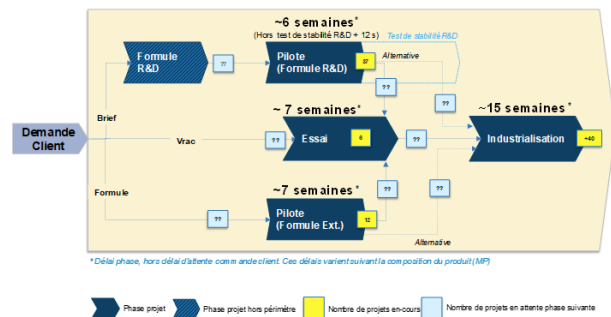
4 **Mapping of target information flows** and associated tools

5 **Pilot test and lead**

Levers and Tools

- **VSM Workshop**
- **Collaborative Steering (I-OBEYA)**
- **Animation Performance**

Lead Time Analysis



Multi-site animation



RACI

Processus NR

Responsables (R), **Approuvés** (A), **Consultés** (C), **Informés** (I)

Processus	Phase	Responsable	Approuvé	Consulté	Informé
Processus 1	Phase 1	R	A	C	I
Processus 2	Phase 2	R	A	C	I
Processus 3	Phase 3	R	A	C	I
Processus 4	Phase 4	R	A	C	I
Processus 5	Phase 5	R	A	C	I
Processus 6	Phase 6	R	A	C	I
Processus 7	Phase 7	R	A	C	I
Processus 8	Phase 8	R	A	C	I
Processus 9	Phase 9	R	A	C	I
Processus 10	Phase 10	R	A	C	I

Dashboard

- 2 **weeks**
delay

+ 7 **Efficiency**
points on
3 pilot lines

- 30% **interim** vs.
budget

The animation and management of digital dashboards facilitated reconciliation between manufacturing and packaging sites, with genuine insight into everyone's expectations.

Beyond profits on new products, this dynamic has allowed the creation of a shared vision of Supply Chain performance, bringing together ADV and Commerce.

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