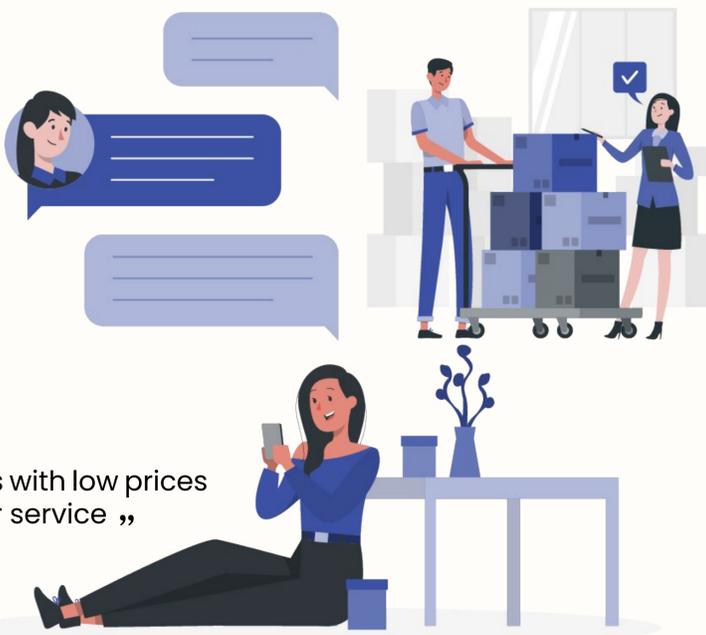


# Designing for Operational Efficiency: Aligning Strategy and Operations of a Philippine Medium-sized Enterprise

## PROJECT CONTEXT AND OBJECTIVES

Micro, Small, and Medium-sized Enterprises (MSMEs) are essential for economic development, yet these businesses are often faced with challenges and limitations such as limited human resources and access to technology. Thus, supporting these businesses in developing and implementing strategies is crucial for their growth, thereby enhancing the broader economy.

Top Trust Mart is a medium-sized enterprise in the Philippines and is used as a case study in this project to explore and address operational challenges of MSMEs in the context of emerging markets. The primary objective of this thesis is to enhance its operational efficiency and align its operations with the company strategy.



## COMPANY STRATEGY

“ Having a complete range of products with low prices while offering personalized customer service ”

## FRAMEWORK

Efficient Consumer Response (ECR), a strategy aimed at improving the grocery supply chain while responding to customer needs promptly, served as an inspiration to formulate strategies for the redesigned service blueprint.

## PROCESS

Through focus groups discussions, design methods and tools were used to discover operational challenges in collaboration with top management. Interviews with customers and top managers were also conducted. The data gathering revealed issues of low stock availability, lack of customer-centric experience, and efficient operational processes.

## DESIGN CHALLENGE

To redesign the order fulfillment process of Top Trust Mart to enhance operational efficiency and provide customer satisfaction

The redesign focuses on the order fulfillment process service blueprint of the messaging application channel for retail transactions.



## STRATEGIES



### Enabling technologies

streamlining communication and accelerating delivery times through efficient exchange of information using technology



### Enhancing stock-out replacement phase

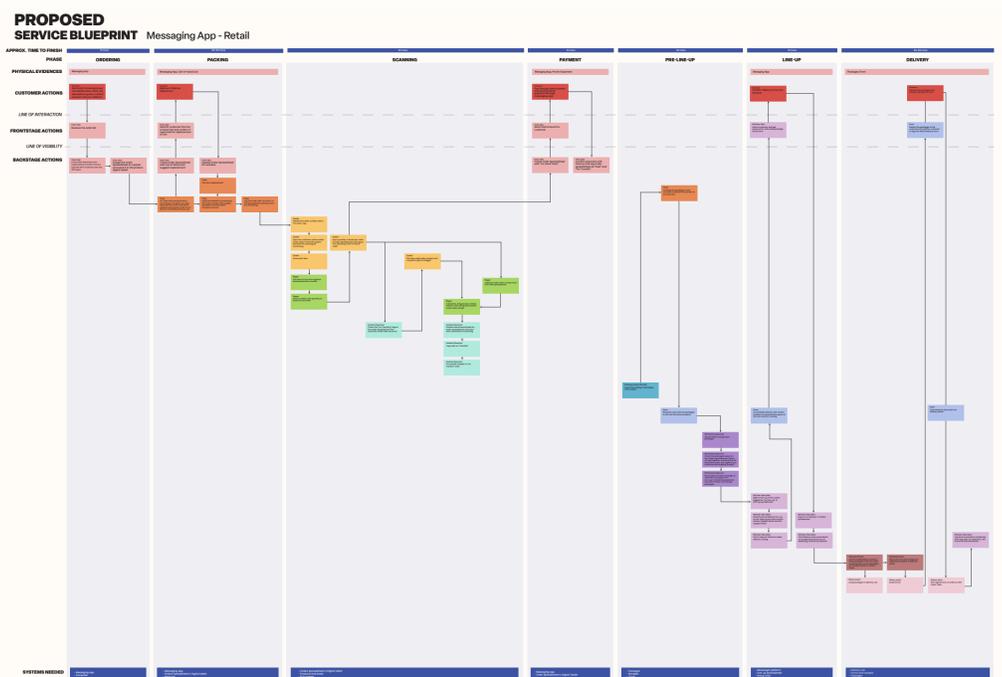
eliminates redundancy by tackling replacement suggestions early in the process



### Optimizing roles

improves productivity and reduces costs

## REDESIGNED SERVICE BLUEPRINT OF ORDER FULFILLMENT PROCESS



SCAN FOR HIGH  
QUALITY FILE HERE

