

Cost control

In today's competitive markets where brands are forced to limit pricing to stay relevant to the price-sensitive consumers, the only way to grow profitability is by controlling operating costs and minimising losses.



Jatinder Gujral.

While most companies have been successful in controlling on premise operations costs related to manufacturing, sourcing (to a certain extent), overheads due to plant automation, the same cannot be said for distribution supply-chain as it lies outside the brand's controlled environment. Jatinder Gujral, CEO, Setco Automotive explains, "The most critical parameter here is to not let inefficiency kick in. We have broken the chain down into its essential elements to make our SCM work more efficiently. And have continuously endeavoured to establish a practice that addresses the ergonomic issues that concern the shop floor. Having said that, we also look into planned maintenance, continuous training and ensure zero wastage of variable costs."