

cure.fit's

Packaging Strategy

for Seamless Delivery of

35000 Meals Daily



What is



cure.fit

cure.fit makes a colourful bandwagon for the young and dynamic souls who hold a wider outlook on fitness. With the aim of bringing positive health change for good, the brand is trying to challenge the routine and propose new age solutions for a seamlessly healthy experience for everyone.



cure.fit's fitness mantra

#bebettereveryday

aims to extensively spread the idea of good health via areas of food, fitness, and mental health.



Impact of
Bizongo's Packaging Solution
for **cure.fit**



95%

On Time in Full
Deliveries



7%

Cost Reduction



100%

Procure-to-Pay
Visibility

HIGHLIGHTS



80%

Packaging
requirement
fulfilled



50%

Inventory
management
solution



15%

Additional
inventory
maintained



50%

Orders dispatched
on the same day



57+

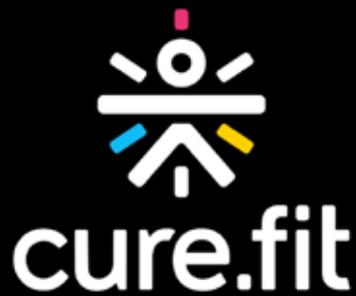
Packaging
SKUs procured



5

Locations
served

PACKAGING CHALLENGES FACED BY



cure.fit's food vertical eat.fit was majorly developed with a motto to deliver healthy breakfast, lunch, and dinner to consumers. As the brand grew, packaging procurement became one of their most challenging tasks. Bizongo offered them a cost-effective end-to-end packaging solution that equipped them with a smarter and efficient means to fulfill their packaging requirement.

Inventory Management

ACROSS SKUS

A successful e-commerce business is all about managing a healthy balance between demand and supply. Excessive supply, leads to losses and overheads. A shortfall of supply, leads to lost opportunities and lost business.

With cure.fit's rapidly growing business, it was becoming increasingly cumbersome to find the right rhythm between demand & supply for their 57 packaging SKUs. This was resulting in unavailability of packaging at the time of last mile delivery.

Solution

This problem was addressed by Bizongo with three distinct steps

- 50% Inventory maintained by Bizongo at either their own warehouses or at supplier warehouses
- 15% additional inventory was stocked at all times.
- Packaging inventory was maintained in close proximity to the delivery locations enabling ~50% orders to be dispatched on the same day.

Impact

95%

OTIF Deliveries

Cumbersome

VENDOR MANAGEMENT

One of the constant struggles of any growing startup is limited bandwidth. With an extreme focus on growth, managing resources efficiently while reaching business goals becomes a mandate.

Managing multiple vendors required cure.fit to expend resources on transactional tasks such as vendor discovery, product search, price negotiations, and following through with the process right from order placement to payment.

This activity was eating away into their resources and needed automation.

Solution

Bizongo made 2 significant changes to the existing process

- cure.fit was assigned one single POC for all their packaging requirements. Now they didn't have to execute repetitive steps of vendor discovery, quote request, price negotiation, payment etc. for multiple vendors. They had to communicate with just one person.
- Bizongo at their end automated the vendor management and procurement process with Partner Hub a digital platform that consolidates the manufacturing community in one place. This system enables localised vendor discovery and best prices for required products through an online bidding process.

Impact

- **100%** Procure-to-Pay Transparency with 1 POC
- Contribution towards the overall cost reduction of **7%**

Multiple SKU MANAGEMENT

With the scale of cure.fit's business growing rapidly, many new packaging SKUs were added on an ad-hoc basis to meet the new product requirement.

This was creating problems at various supply chain stages at cure.fit

- Managing the 80+ SKUs was adding a strain to the inventory management process. The overall inventory size was increasing. Apart from that stock keeping was also becoming cumbersome.
- Costs were increasing due to the procurement of smaller numbers of different SKUs.
- A higher number of SKUs meant more time is spent on identification and tracking requirement at their kitchens which are also the last mile delivery centres.

Solution

Through Bizongo's product standardization solution cure.fit was able to bring down the count of SKUs from the earlier number of 80+ SKUs. Now the product line was the same. However, the packaging SKUs reduced by ~37%.

Impact

- SKUs reduced from **80+ to 57***
- Contribution towards the overall cost reduction of **7%**

*Note - Numbers may vary as per the monthly product requirement

PROCUREMENT HEAD **SPEAKS**



When we started our engagement with Bizongo, we were offered an end-to-end automated procure-to-pay process which extended our visibility on the procurement side. With a dynamic approach and seamless experience, its been over 2 years now since we've been associated with the brand and solving challenges together. Consolidated management solutions have saved us from the hassle of vendor discovery, product search, and price negotiation. The numbers say it all. With Bizongo we have been able to achieve 95% OTIF deliveries and a 7% reduction in procurement costs. We believe, a successful e-commerce business is all about managing a strategic balance amongst demand and supply; Bizongo succeeded in giving us the exact solutions to our problem statement. They also extended their warehousing expertise as we set up our first warehouse kitchen at Hyderabad. This single POC approach has worked for us all the way.

We're glad we collaborated with Bizongo for our packaging requirements!



RAM PRASATH,

PROCUREMENT HEAD, EAT.FIT

Thank You

**Digitize Your Packaging Procurement
with Procure Live**

Get in touch!

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