

CASE STUDY: Supply Chain Resilience Benchmarking in Sustainable Packaging

CLIENT

Manufacturer of flexible and rigid packaging for food, beverage, and personal care sectors



INDUSTRY

Packaging



PRODUCTS

PET bottles, pouches, cartons, closures, and recyclable multilayer films



TARGET GEO

Global



BUSINESS OBJECTIVE

- Amid raw material price volatility, shipping delays, and regional regulatory constraints, the client needed to strengthen supply chain resilience. They sought to understand how peers diversified sourcing, localized production, and mitigated transportation risks to sustain operations and protect margins.

OUR SOLUTION

- Raw Material Sourcing Analysis:** Mapped resin and substrate sourcing strategies of 10 global competitors using trade data, procurement statements, and recycling material audits. Conducted six expert interviews with sourcing heads, logistics coordinators, and third-party suppliers to evaluate dual-sourcing models and regional supplier leverage.
- Production Footprint and Logistics Benchmarking:** Compared manufacturing locations, nearshoring initiatives, and warehouse footprints using public filings, CapEx news, and GIS mapping of factory expansions. Benchmarked logistics partners and contingency models from customs data and freight contracts.
- Disruption Response Playbook:** Reviewed competitor responses to disruptions (e.g., container shortages, export bans) using incident analysis, downtime data, and customer service metrics. Mapped supplier risk scoring practices and inventory management frameworks.

OUTCOMES

- Prioritized 4 local supplier partnerships based on competitor diversification patterns and logistics cost advantages
- Helped in reducing raw material lead time by 8% through improved transport route modeling and warehouse realignment
- Conceptualized a supplier risk dashboard modeled after industry best practices, enhancing disruption preparedness