



INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

IIMK/CS/262/QMOM/2024/04

March 2024

Matching Supply with Demand at RN Electrical and Electronics Appliances Manufacturing Company

Ramesh Krishnan ¹
Navneet Rai ²

©

All rights belong to their respective authors.

Please contact the corresponding author, if you would like to access the full case study.

¹Assistant Professor, Quantitative Methods and Operations Management Area, Indian Institute of Management Kozhikode, IIMK Campus PO, Kunnammangalam, Kozhikode, Kerala 673570, India; Email - ramesh.krishnan@iimk.ac.in, Phone Number - 0495-2809682

²Executive Post Graduate Program Student, Indian Institute of Management Kozhikode, IIMK Campus PO, Kunnammangalam, Kozhikode, Kerala 673 570, India.

Matching Supply with Demand at RN Electrical and Electronics Appliances Manufacturing Company

Abstract:

Ares Jade, a seasoned sales executive with 15 years of industry experience, was filled with excitement upon receiving his promotion to the role of Area Sales Manager at RN Electrical and Electronics appliances manufacturing company. As he embarked on this new chapter of his career, he was confronted with a significant issue that loomed the management. The challenge was the excessive stockpiling of current seasonal products at distribution centres due to unsold finished goods inventory, and as a result there is a shortage of storage space in distribution centre for the upcoming seasonal products.

Ares Jade had been appointed by the division's vice president, Zion Dev, to lead a team tasked with analysing and finding a solution to these pressing problems. Ares eagerly embraced this challenge, recognizing that success would not only earn him recognition from the senior management but also serve as validation for his recent promotion



भारतीय प्रबंध संस्थान कोषिकोड
Indian Institute Management Kozhikode
Globalizing Indian Thought

Research Office
Indian Institute of Management Kozhikode
IIMK Campus P. O.,
Kozhikode, Kerala, India,
PIN - 673 570
Phone: +91-495-2809237/ 238
Email: research@iimk.ac.in
Web: <https://iimk.ac.in/publications>

