Manuco Supply Chain Management Customer Journey Map STORE / WAREHOUSE Demand Forecast Supply Capability Forecast Receiving / Storing due to heavy backlo leads to inaccurate demand 75% orders credit blocked (small limits) take 1-2 days to resolve. Change order date in SAP and list as customer issue Raw materials averaging 30% late (1+ months) Canceled orders increasing in 3 divisions. However sales targets are being missed by 10% / month Delays, Damage and Quality Issues Receive Call from Customer Service to Push Out or Change Delivery Date July September November August October December Meet Customer Required Division / Region July September November August December Source: Internal Data Date or Quatities Req OTIF Prom OTIF Source: Internal Data I was going to order 50% more, but this order is going to be too late, I'm going to have to contact {competitor}. My order seems to be extremely backlogged, they need to put a rush on it to Product innovation at the Company is less robust than some competitors. • I need sufficient follow-up to ensure that my requests have been resolved. Pricing has seemed to increase significantly over the prior year. The Company typically packages and labels our shipments exactly as we have They just keep pushing out the ship dates, I agree, but what other choice do I have? The Company used to have reliable inventory to fill my spot orders, but r My shipment was delivered, but several drums were dented. I can't be sure they will instructed them. Makes it so much easier for us to receive and place into inventory. meet the date they promised me. work in my automated factory and now I have to wait until the Company can backfill anymore. I may need to find alternate vendors to meet my needs. I'm OK with them getting it by air but as long as they eat the cost. Order lead times have really increased and the CSA told me my material would be available Is the manufacturer doing everything they can to streamline the process? I called multiple times to highlight the urgency of the order, and it wasn't I better order more because the last time they cut my order by 20%. in 5 days, but in reality it is six weeks! • Production always seems slow to finish the orders, but if I call and complain, I'm a good, long-time customer of the Company, I expect them to allocate I need my order to be delivered on-time and without any defects. The Company is great, but I need back up. Do the order, production and delivery lead times meet my needs? Company quality is second to none. I can always count on getting my products sometimes they'll bump it up a few days. Usually not enough to make a • I'm going to cut back on my order, I don't need that much {plus there is no penalty}. • When I try to place an order the Customer Service Agent can't give me a reliable date and I'm happy that the inventory is on my property but I still had a few times when I need to balance time and costs with effective packaging and shipping precisely as specified. invariably the Company calls me back telling me the date will have to be pushed out sometimes Why is my order being held up for credit after all the business I have given them? can't get the inventory rushed. I have had to reject the load on occasion They are accommodating in making small specialized batch orders. I need to exaggerate my purchase forecast to ensure I'll obtain enough material. I should research other vendors in case the Company can't supply me in the future. • I'm switching to {competitor}, I'll still use the Company, but my orders have been • Feeling there is sufficient information to know where my order stands in the Why do I have to contact the Company to find out if the order is late? I don't want to incur extra costs for a partial/split shipment just to get some of my • I hope the drums aren't damaged like last time as I can't use them with my automated equipment. Assured that scheduling needs are being prioritized. I feel like enough attention is being dedicated to my orders. • Seems to be little interaction if there is a problem, it feels like they are trying to It feels like no one knows what is happening with my order. • I reduced/eliminated my safety stock during the pandemic and need to replenish inventory fast. • My interactions with the Company show them to be forward leaning and try to solve It feels like they are just agreeing to everything and over-promising on production and delivery dates. Need the shipment to be timely in order to meet my production and sales requirements It feels like they are just agreeing to everything and over-promising on production and delivery dates. I wonder when I'll get my phone call. It seems like my order production and delivery schedule is being changed avoid being open and transparent about what is going on. Doesn't ever feel like a consistent level of service is being provided anymore. • The deliveries have been late - but everyone is late these days... I hope they can meet my needs. It feels like the same issue or problem keeps occurring with my order. without any warning or input from me. • I hope the shipment isn't diverted to another port and I have to make alternate receiving plans. I need my the Company contact to allocate more material to my order. It seems like my production and delivery schedule is being changed without any Sensing a lack of information on what the status of my order is. They have turned away some of my orders due to over-capacity. I'll need to find warning or input from me. • This works well - my client doesn't need the product until two weeks and I can delay purchasing the Company another source or vendor who will now get me business going forward.







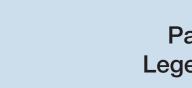






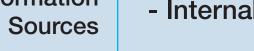












inventory until then (sitting on my premise).