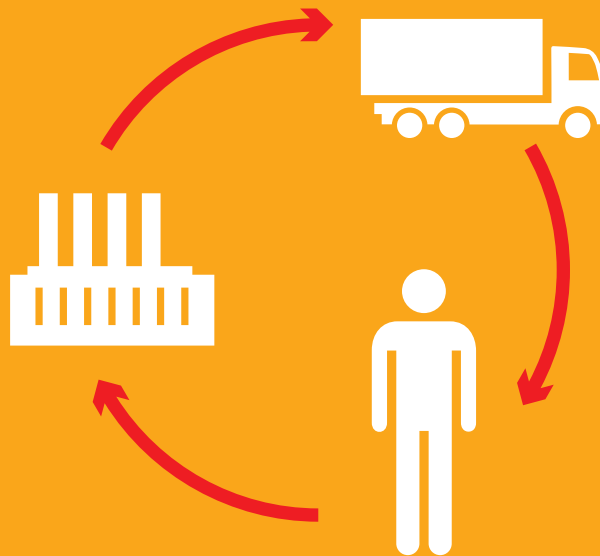


Be sure you can deliver? *Know how.*

With funding from Austria, we helped Final Distribution, a roofing systems manufacturer from Romania, put in place a warehouse management approach to improve efficiency and begin exporting.



Roofing systems manufacturer, Romania

We helped Final Distribution, an innovative roofing solutions manufacturer and distributor, to reorganise their space and procedures to make their warehouse run more efficiently.

Founded in 2004 in Baicoi, a small town in central Romania, the company began life as an exclusive distributor of premium brand Gerard Roofing Systems. In 2010, Final Distribution began production of its own goods, making roof and rainwater systems, and in 2011 launched the Novatik brand (interlocking steel system and rainwater systems). In the first year alone Novatik sales registered important volumes and market feedback was good. As a next step, the company planned to start exporting their products and in one year exports boosted from 0 to €165,000.

However, with this expansion came new organisational challenges. Final Distribution had grown organically, but this meant they didn't have the internal procedures to coordinate their new scale. Lack of clearly defined storage space meant it was difficult to manage the warehouse, leading to delays in handling orders, or even misplacing orders and products entirely. When we started working with them, Final Distribution had 39 employees.



The new system introduced a zoning system for different areas of production.

Final Distribution planned to introduce a Warehouse Management System (WMS) to prevent this. But, as the company had no standardised documentation or procedures, new software alone would not solve the problem. We helped them work with a local consultant, Supply Chain Management Center, who:

- Analysed and restructured the use of space in the warehouse, applying zones and coding locations, for a new plan to have all items contain bar codes
- Organised the information needed for the new WMS, including identifying the gaps in process transfers
- Developed a plan to reduce stocks and make the use of space more efficient
- Filled out the complete documentation needed for the new system.

"We focused on maintaining a good balance between incomes and costs. This made it almost impossible to ask for external advice, although the benefits were obvious," explained Mr Mircescu, General Manager at Final Distribution. "Now, the company is more valuable, and, once the project is finalised, it will be able to face the increased competition both locally and on international markets."

Final Distribution expanded their vision, implementing an Enterprise Resource Planning (ERP) system that included the WMS but which integrated all the business' activities and is set to go live soon. They are now successfully exporting to Slovenia and Republic of Moldova, as well as showing their products at trade fairs in Germany. They have increased their number of employees by 43% and, in 2013, Business Construct Gala awarded them "Exporter of the year on the construction materials market".

www.ebrd.com/knowhow

Exports
+€165,000

Turnover
+11%

Employees
+43%

Total project value
€15,314

Client contribution
€7,904