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FRESH TO TABLE





Introduction

What the Fresh To Table case also captures is the many challenges involved in entering a new fresh food retail category in a crowded environment. This focuses the work on the managerial, financial and strategic issues aspiring organizations experience in the quest to deliver fresh and quality food products at optimum cost and within optimal time.

Supply Chain

Continuity of supply is one of the main challenges Fresh To Table faces, particularly when it deals with products that are easy to spoil. The costs of delivering and processing the food are likely to rise, products end up spoiling, and there is dissatisfaction from the clients.



Proposed Solutions

BY utilizing smart and effective supply chain management to undertake demand forecasting through the use of artificial intelligence; one is in a position to avoid wastage of stocks as well as delivering the commodity as and when it is required.



Conclusion

CJ and Fresh To Table case teaches that innovation, increased operations and adequate customer relations are factors that should be embraced where a business is situated in a competitive environment. If Fresh To Table is to achieve supremacy in the fresh food retail market





Resource

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