



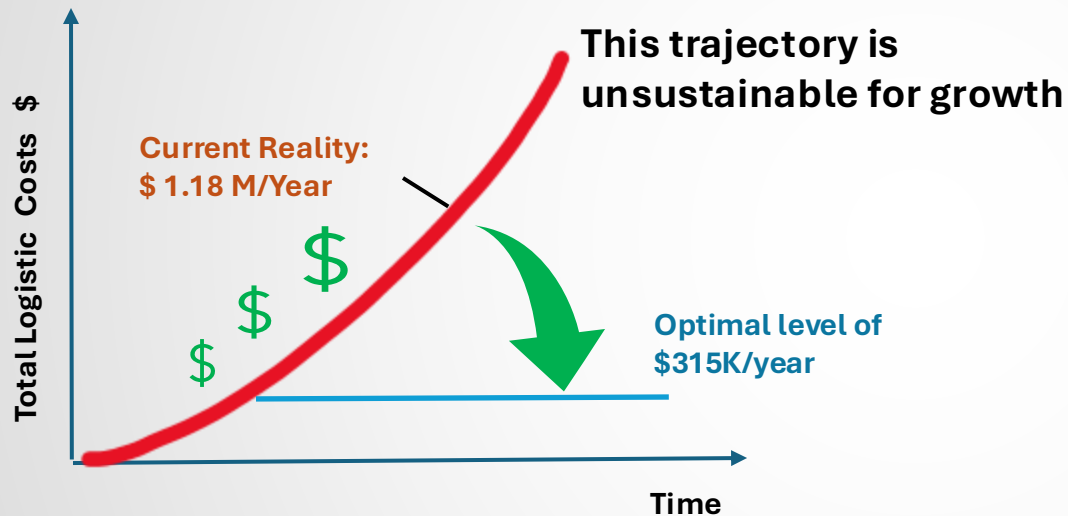
# Gold Meals

*Delivering Healthy Convenience, Powered by Smart Logistics*

*By: Shikhar Shrestha, Soumen Patel, Brandon Wallace, Josh McCarroll*

# A Golden Opportunity: Optimizing GOLD Meals for Profit and Growth

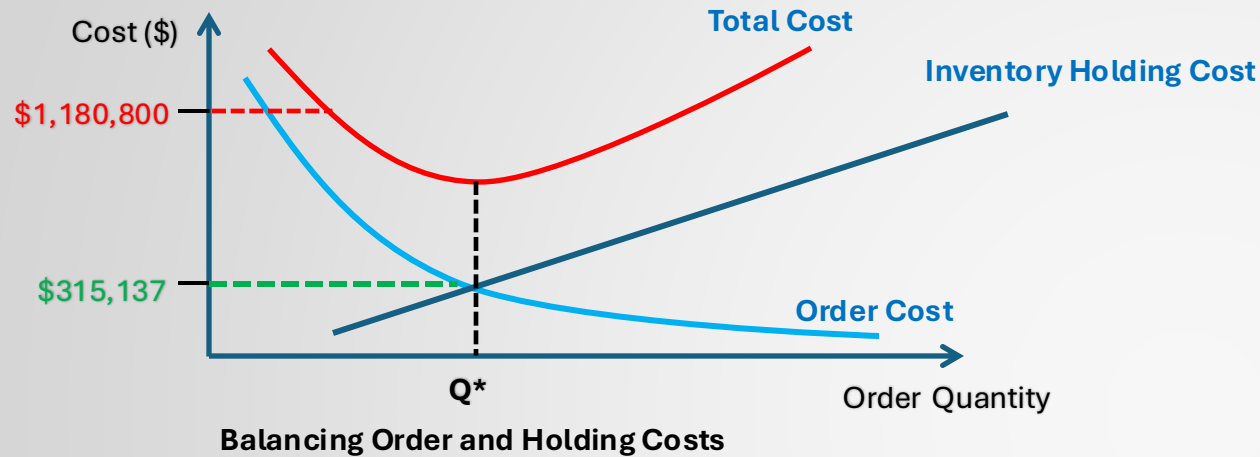
## Transforming Logistics Waste into Annual Savings and Scalable Growth



- ✓ Optimized Inventory Policy
- ✓ Savings are immediate and scalable to all 24 SKUs
- ✓ Save **\$865K annually**

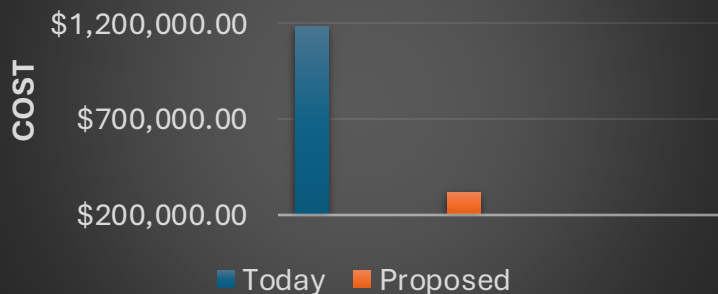
- Zero Inventory Policy
- Excessive ordering costs from small, frequent orders
- Failing to leverage economies of scale

# The Cost Curve Advantage



- ✓ **High Current Cost (\$1.18M):** Driven by inefficient ordering.
- ✓ **Optimized EOQ ( $Q^*$ ):** Balances order cost and holding cost.
- ✓ **Proposed Cost (\$315K):** Cuts logistics spend by 73%
- ✓ **Cost Savings:** \$865K annually through smarter order sizing.
- ✓ **Competitive Advantage:** Lower costs + scalable system
- ✓ **Lead Time Reduced** → From 5 days to same/next day
- ✓ **Near-Immediate Availability** → improves retailer satisfaction
- ✓ **Customer Experience Boost** → with fresher, timely products

### Total Cost Today vs Proposed



### Lead Time Today vs Proposed



# Smart Scale: Balancing Efficiency and Flexibility

## Challenges

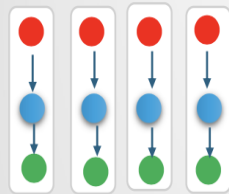
- Too Complex
- No Scale
- Off-Brand
- High Lead Time

## Option A

Fully decentralized

- High Fixed Cost
- Quality and Consistency Risk

Too Costly

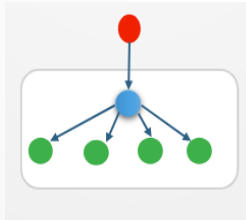


## Option B

Fully centralized

- Slow & Costly Deliveries
- One Disruption = Nationwide Risk

Too Risky

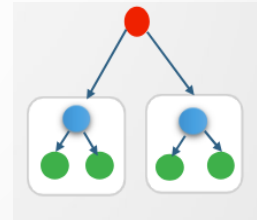


## Option C

Hybrid

- Smart Cost Savings
- Faster Service

Viable Option



## Recommendation & Benefits

- Centralize Production for scale efficiencies
- Regional DCs for fast delivery
- Balance Cost + Service for lasting advantage



CKO

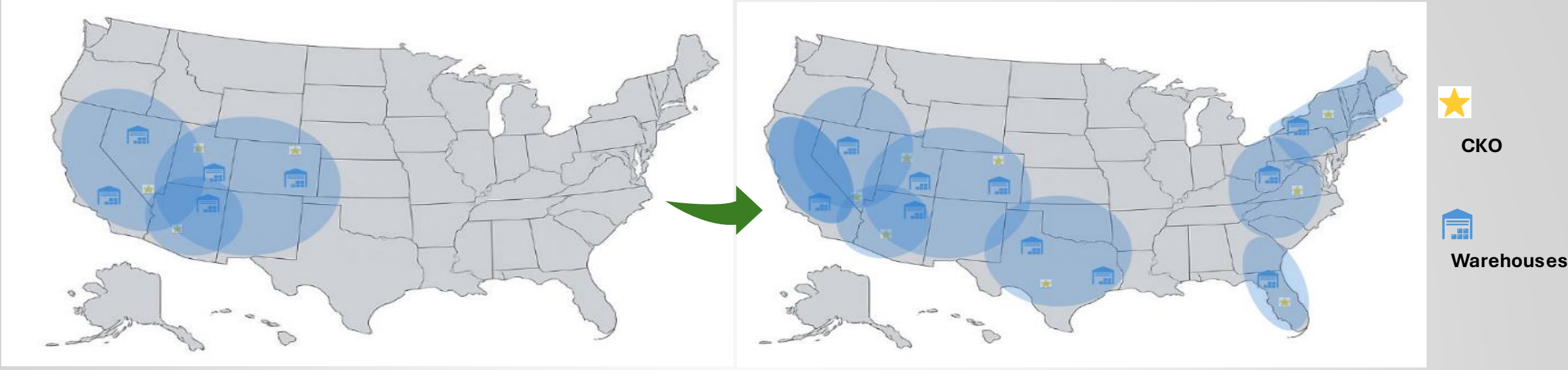


Warehouses



Carrier Company

# Growth Plan & Roadmap



## Phase 1 (Year 1)

Streamline the current operations, opting to optimal order quantity, better inventory management, hub-and-spoke distribution. GOLD builds a solid foundation that can handle more volume with minimal lead time.

## Phase 2 (Year 2-3)

Expand to nearby states to build regional clusters, cut logistics complexity, and unlock scale efficiencies.

## Phase 3 (Year 3 – 5)

Focus growth in states where millennials are concentrated to maximize demand capture. Starting expansion in these markets gives volume plus demographic fit

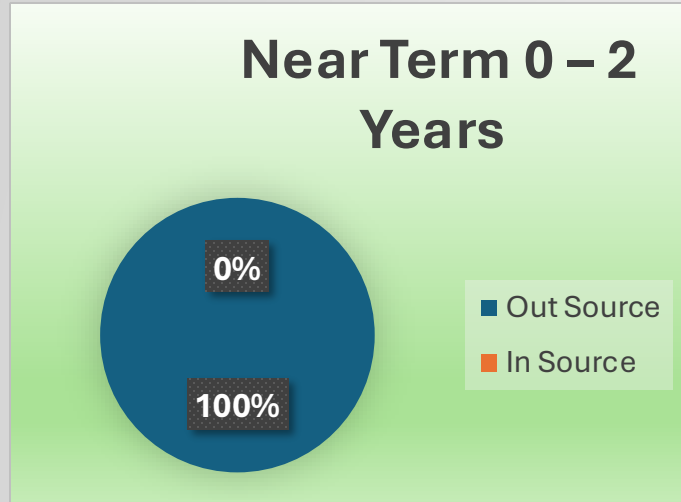
 **Achieve projected \$865K annual savings**

 **Successful pilot launch in new regions**

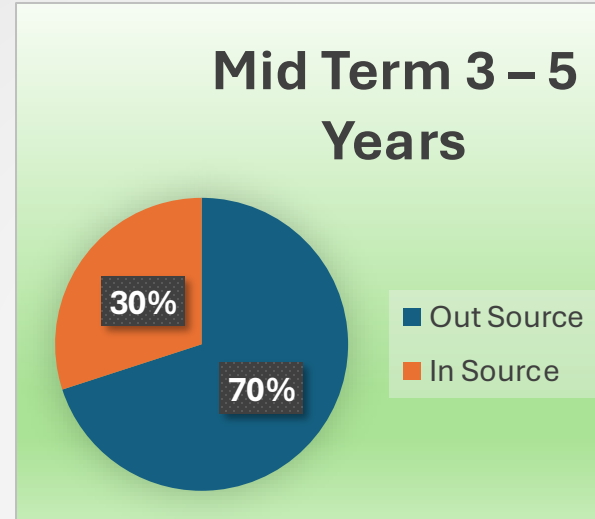
 **Achieve full, profitable national coverage**

—————→  
 We will Monitor Cost per Unit, Order Lead Time, & On-Time Delivery  
 —————→

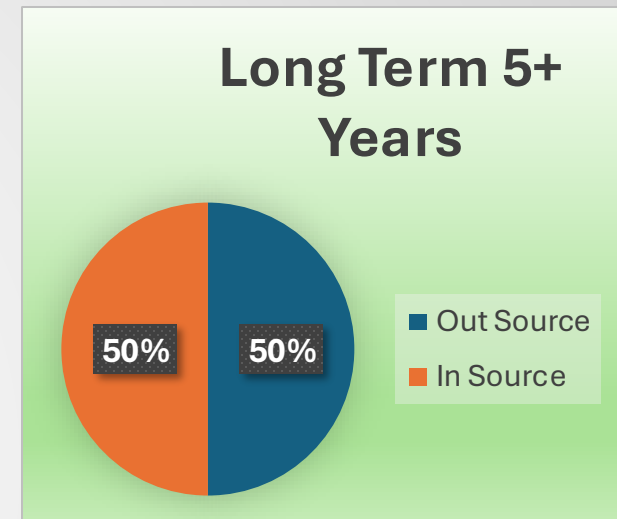
# Insourcing: Scale What Matters, Outsource the Rest



**0% Insourced** - Stay fully outsourced to CKO. Focus on fixing logistics, economic order quantity, and service reliability



**20% – 30% Insourced** - Bring in production of the top-selling SKUs. This captures scale economies and ensures consistent quality, while keeping niche SKUs outsourced for flexibility.



**40% – 50% Insourced** - Expand in-house capacity strategically at regional hubs. This gives cost control, stable quality, and bargaining leverage with CKOs, while still outsourcing seasonal/low-volume SKUs to maintain variety.

# Thank You

- ✓ 865K Annual Savings
- ✓ Lead Time Cut from 5 Days → 1 Day
- ✓ Scalable Growth with Hub-and-Spoke Model

*Optimized Operations Today → Sustainable Growth Tomorrow*