

Utilising Digital Systems to Strengthen Industry Performance

“ Executives in Asia are increasingly aware of the tremendous impact that advanced analytics could have on their organization. Now they must take concrete steps to adopt these technologies. ”

“Advanced analytics: Poised to transform Asian companies,”
McKinsey Analytics¹



Accelerated digitalization is one of the most significant growth engines for developing nations.² With technology driving increased sales and profits globally, a digital quality assurance/quality control (QA/QC) system for food fortification in Bangladesh will open THREE paths to greater efficiency and enhanced financial performance for fortified food producers.

‘Quality’ Marketing = More Profits

Incorporating digital tools to provide real-time information and quality control along the value chain can help to make Bangladesh-based businesses more competitive in the global marketplace, opening new opportunities for growth and increased profitability. This optimization of business processes also improves the consumer experience by providing assurance of quality and good value for money.



According to a recent study³ by McKinsey and Company “On average, Asian companies contributed 41 percent of the revenue of the world’s top 5,000 companies—the G5000—between 2016 and 2018. It is highly recommended that a strong manufacturing ecosystem and resilient supply chains can give Asia a platform that could build even more momentum toward further advances in technology.” Adoption of a digital QA/QC system for monitoring food fortification will enable Bangladesh’s food producers to capitalize on this momentum while improving business performance. Digitizing QA/QC systems will ensure producers and consumers alike that Bangladesh’s edible oil supply is meeting the national fortification standard, doing its part to fill a critical nutritional gap in vitamin A.

‘Proof of Social ‘Good’ = A Higher Return on Investment



High quality, trusted fortified foods are a social good, transforming the nation’s future. This status provides a proven benefit to fortified food producers. Bangladesh’s population has acute health issues due to vitamin and mineral deficiencies. These are killing, disabling, and damaging the potential of Bangladesh’s women, men, and children.

According to the latest National Micronutrient Survey, Bangladesh has high levels of micronutrient deficiencies across the population. If we do not combat micronutrient deficiencies, it will impair growth and development of children as well as health and well-being of the population resulting in lower productivity. Quality fortified food and products with adequate vitamins and minerals contribute to the productivity of the population.

Fortifying staple foods is proven to prevent and alleviate these problems:



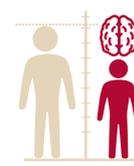
high rates of micronutrient deficiencies, particularly vitamin A, iron, zinc and iodine deficiency



preventable childhood blindness



impaired immune systems



intellectual and physical development

Delivering a product that is a social good:

- makes companies more attractive to prospective employees
- leads to higher employee satisfaction and productivity
- leads to reduced financing costs
- Delivers better financial performance and consequently, higher appeal for investors
- increases customer product satisfaction
- increases customer loyalty

Producers' Inventory Control = Increased Profitability

Digital QA/QC systems will make it possible to get automatic insights through advanced data analytics—making it easier to efficiently track inventory, measure production flows, and fine tune stock levels so that producers can satisfy sales orders, while avoiding over-stocking.

A company's inventory comprises raw materials, work in progress, and completed goods. It typically represents 33% of an organisation's total assets, as much as 90% of working capital, and 40% of all capital.

“ Advanced analytics ... create value by improving decision making and visibility across the entire value chain and ensuring that executives have the insights to manage operations more effectively. ”

McKinsey Analytics

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