



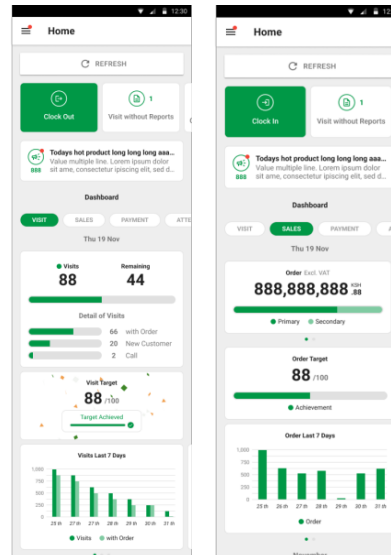
# Supply Chain Automation with Machine Learning in Nigeria's Consumer Markets

## Project

Since July 2024, we conducted over 100 visits and online meetings with consumer goods manufacturers, including sanitary product companies, to enhance two key features: (1) Sales Target Management and (2) Schedule Management.

We revamped the sales dashboard to enable daily and monthly target settings, customer group-specific targets, and region-based schedule management. As a result, Medheight (Pharmaceuticals) adopted category-specific target management, TAH Pharmaceutical and Amel Susan (Food) began using visit-based incentive management, and Ajinomoto shifted to weight-based sales performance management to address inflation. Erisco Foods used the inventory management feature to evaluate its 250-member sales team's performance based on data.

From December 2024 to January 2025, we visited over 40 prospective customers to explore medium- to long-term business opportunities.



## Result

1. Increase in Sales Data Collection
  - a. Weekly sales data increased by 1.6 times in transaction volume and doubled in sales amount.
2. Growth in Inventory Data Collection
  - a. Weekly inventory fluctuation data increased by 1.7 times
3. Expansion of New Users
  - a. New Companies: 13 companies / 280 users (including approx. 200 users from a major seasoning manufacturer)
  - b. Additional Users in Existing Companies: 16 companies / 93 users (including approx. 30 users from a motorcycle and parts wholesaler)

## Way Forward

To accelerate SENRI's growth, we will strengthen regional expansion and feature development from 2025 onward.

1. Expansion into New Markets
  - a. Ghana: Launching a project with a leading beverage manufacturer, expecting 200 initial users.
  - b. Malaysia: Starting trials in April 2025, targeting adoption by major Japanese companies.
2. Enhanced System Development
  - a. Business Process Coverage: Introduce a ticketing feature for workflow visibility.
  - b. Sales Automation: Enhance pricing features, automate delivery management, and add incentive and gamification elements.
  - c. Inventory Management: Improve approval systems and introduce promotional item management

These initiatives will boost SENRI's service value, drive new market expansion, and strengthen our position in existing markets.