

Case Study

# Supply Chain Assessment and Benchmarking for a Steel Products Manufacturer



## About the Client

- The client is a leading US-based business services and consulting firm

## Business Objective

- The client wanted to assess the supply chain process of leading players in the US steel industry. This would help identify best practices in building capabilities for logistics, credit management and other peripheral functions; hence, aiding production and marketing of steel products

## Results & Value Add

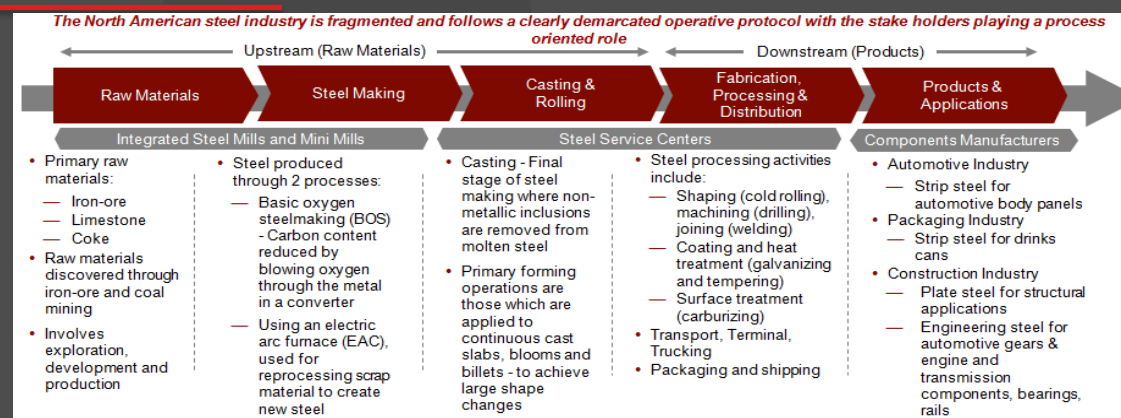
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- Our analysis helped the client develop a better understanding of the sourcing practices employed by leading steel companies in the US
- The in-depth analysis of company practices provided by RocSearch enabled the end client to identify functions which could be incorporated in their business model to boost revenue

# Research Methodology and Approach

- The scope of the project included identification of the supply chain and sourcing practices employed by two of the leading steel manufacturers in the US
- We undertook a primary research approach, wherein we conducted interviews with nine service centres, two steel mills and one with the end client (user of steel products)
- We analysed in detail the organizational structure and supply chain practices of the company and synthesised the same in a report, which included:
  - Detailed maps of their mining, manufacturing and processing locations
  - Analysis and depiction of the methodology followed by the players in dealing with key stakeholders in the value chain
  - Findings from primary research and case studies on capabilities of these players in the area of logistics management, credit support and product marketing
  - Data points validating analysis and assumptions to strengthen arguments presented

## Screenshot



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## Contact Us

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