

CUSTOMER REFERENCE

Minsa



Minsa is the second-largest corn flour producer in the world. Founded in 1993 in Mexico, Minsa has six plants in Mexico and two in the U.S. Minsa has more than 80,000 customers around the world.

www.minsa.com

Industry

Food & Beverage

Country

Mexico

Channel partners

GCM Business

Consulting & Technology



Business challenges

- Optimize distribution and logistic processes to face increasing competition in the tortilla market
- Select a solution to be the foundation of its supply chain efficiency improvement plan
- Develop and execute better purchase plans by region and by plant
- Optimize plant capacity
- Decrease supply chain costs

Solution

Infor® Advanced Planning

Results

- Developed and executed better purchase plans by region, accounting for seasonality and harvest regions, as well as production per plant and corn and flour transportation scenarios
- Lowered supply chain costs to enhance all of its operations: purchasing, handling, storage, manufacture, and distribution
- Improved its distribution system with more efficient production distribution plans based on transportation rates that consider raw material origin
- Centralized its plans for all 46 of its distribution centers

“

We are able to create 'what if scenarios' now. What if we opened or closed a plant or a distribution center? In a current market of constant change, this has proven extremely useful.”

Álvaro Caballero

planning and systems corporate manager, Minsa

