



INVESTIGATING THE SUPPLY CHAIN OF NUTRACEUTICAL

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TABLE OF CONTENTS

1. INTRODUCTION

**2. DEFINING
NUTRACEUTICALS**

**3. SUPPLY CHAIN
MANAGEMENT IN TIER
CITIES**

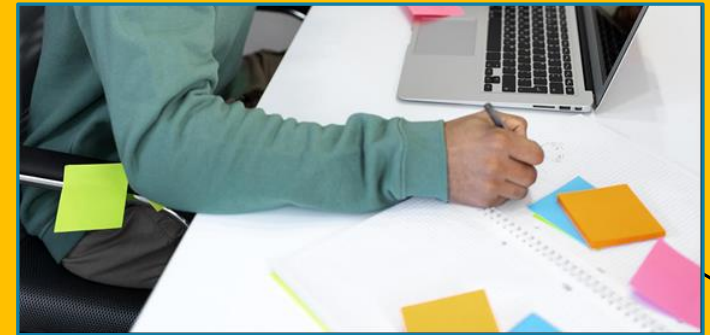
**4. CHALLENGES IN
TRACEABILITY**

**5. OPPORTUNITIES FOR
IMPROVEMENT**

6. CONCLUSIONS

1

INTRODUCTION



Nutrition + Pharmaceuticals



Nutraceuticals

Nutraceuticals are a growing market, but their supply chain can be complex and opaque. This Presentation Will investigate the traceability of nutraceuticals and identify key challenges and opportunity.



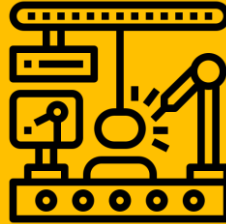
The use of Nutraceuticals for services like illness prevention and promotion is expanding rapidly. In this review, many medication and Nutraceuticals interactions have also been described with numerous examples.

SUPPLY CHAIN OF NUTRACEUTICAL IN TIER CITIES



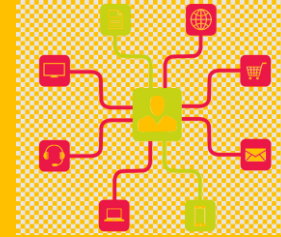
1.RAW MATERIAL PROCUREMENT

- Natural ingredients are used to make like plants, herbs and fruits.
- Different vendors and producers are used to supply raw materials



2.MANUFACTURING

- Raw material are processed and turned into finishing goods after being transported
- Process, including extraction, purification, blending, encapsulation and packing



3.DISTRIBUTING AND RETAIL

- Different outlet for distribution, including wholesaler, brick and mortar stores and online market place

CHALLENGES IN NUTRACEUTICALS

1.QUALITY CONTROL

Items are both high - quality and safe is difficult

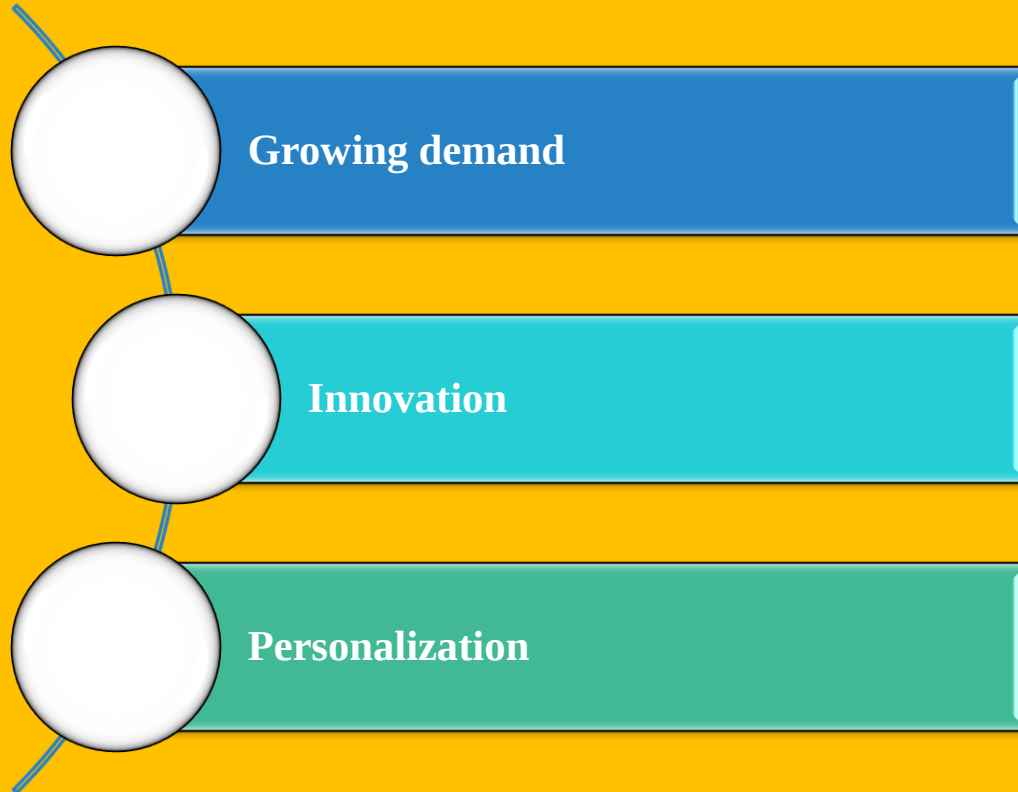
2.REGULATORY COMPLIANCE

Many rules and specification established by various regulatory organization

3.SUPPLY CHAIN MANAGEMENT

It entails obtaining raw materials for several vendors, assuring their quality and controlling transportation and distribution

OPPORTUNITIES IN NUTRACEUTICAL



REGULATION IN NUTRACEUTICAL



Labelling requirements

- Content
- Dosage



Good manufacturing practices

- Follow GMP
- Preserve quality and security



Regulatory approval

- Depend on product kind, regulatory approval
- Required before they market

KEY PERFORMANCE INDICATORS IN SUPPLY CHAIN OF NUTRACEUTICAL

Inventory management

- Stock-out rate, carrying cost and turnover
- Including storage, insurance and obsolescence

Supplier performance

- Lead time, defect rate , on time delivery
- Qualitative metrics, like customer satisfaction and product quality

Customer service

- Cycle time, order accuracy, customer satisfaction

Cost management

Product sold,
transportation expenses
and overall logistics cost

Handling, storage,
transportation

Quality control

Defect rate, compliance
rate and product recall rate

KPI are crucial for
assessing the efficiency

CONCLUSION

NUTRACEUTICALS SUPPLY CHAIN IS ESSENTIAL TO ENSURING SAFETY, EFFICACY AND CONSUMER TRUST.

WHILE THERE ARE CHALLENGES AND OPPORTUNITIES FOR IMPROVEMENT THROUGH TECHNOLOGY AND COLLABORATION.



THANK YOU

