

CONTEXT

Doosra, an emerging brand, sought to enhance its cost efficiency and customer unboxing experience without compromising on quality.

RESULTS

34% cost savings identified

CHALLENGES

Identifying affordable, custom-branded packaging to improve the unboxing experience.

Overcoming low minimum order quantities to find cost-effective solutions.

Achieving a balance between the quality of custom-branded packaging and overall cost savings to improve margins.

THE SOLUTION

1 MARKET BENCHMARKING

Conducted a comprehensive market benchmarking exercise through an expedited Request for Quote (RFQ) process.

2 COST-EFFECTIVE CUSTOM-BRANDING

Identified custom-branded water-activated tape as the most viable and cost-effective packaging solution at the current volume needs.

3 STRATEGIC SUPPLIER PARTNERSHIPS

Recommended new supplier partnerships and Group Purchasing Organizations (GPOs) known for supporting small businesses, ensuring better terms for purchases with low MOQs.