



Indexlivingmall

SUSTAINABILITY EXCELLENCE

SUPPLY CHAIN MANAGEMENT

SUSTAINABLE LIVING FOR FUTURE LIFESTYLE

Presentation for Supply Chain Management Awards 2024 by SET

FURNITURE RETAILER INTRODUCTION



Index Living Mall is dedicated to **sustainable development** in the **retail furniture industry**, focusing on:

E Environmental Conservation – Reducing impact through **eco-friendly practices**

S Social Responsibility – Supporting **fair labor, diversity, and community projects**

G Good Governance – Ensuring **transparency, ethical business** practices, and **compliance**

💡 **Younique** exemplifies **ILM's ESG commitment to enhance resource efficiency, reduce waste, and support fair labor.**

The **"Foil to Melamine"** project is a key initiative that fosters **win-win outcomes** for **customers, business partners, and ILM**, reinforcing a commitment to **sustainability-driven growth**.

Indexlivingmall

PURPOSE



Fulfill every moment of your better living
by providing complete expert solutions in a sustainable manner
for the good of your life and your community

GROWTH DRIVERS (STRATEGIC PILLARS)



Attractive
& Great
shopping
experiences



Massive
growth
for online
business



Cost
conscious
segment



Strengthen
Customization
business



Capture
New gen
segment



Positive
impact
towards
social &
environment

ENABLERS



Clear company direction



Effective process & systems



Strengthen capabilities

Supply Chain Management Strategic Framework

Be the **Dynamic & Practical Supply Chain** by delivering **beyond customer expectations** in Customer Service & **End-to-End Supply Chain Solutions** to achieve **Business Growth** and gain a **Competitive Advantage**

Excellent Customer Service

- Service level/On Shelf Availability/Out Of Stock
- Continuous improvement
- Customer Satisfaction Surveys

Excellent Quality

- Quality Standard
- Product Incidents
- Customer complaints
- Sustainability

Excellent Operation

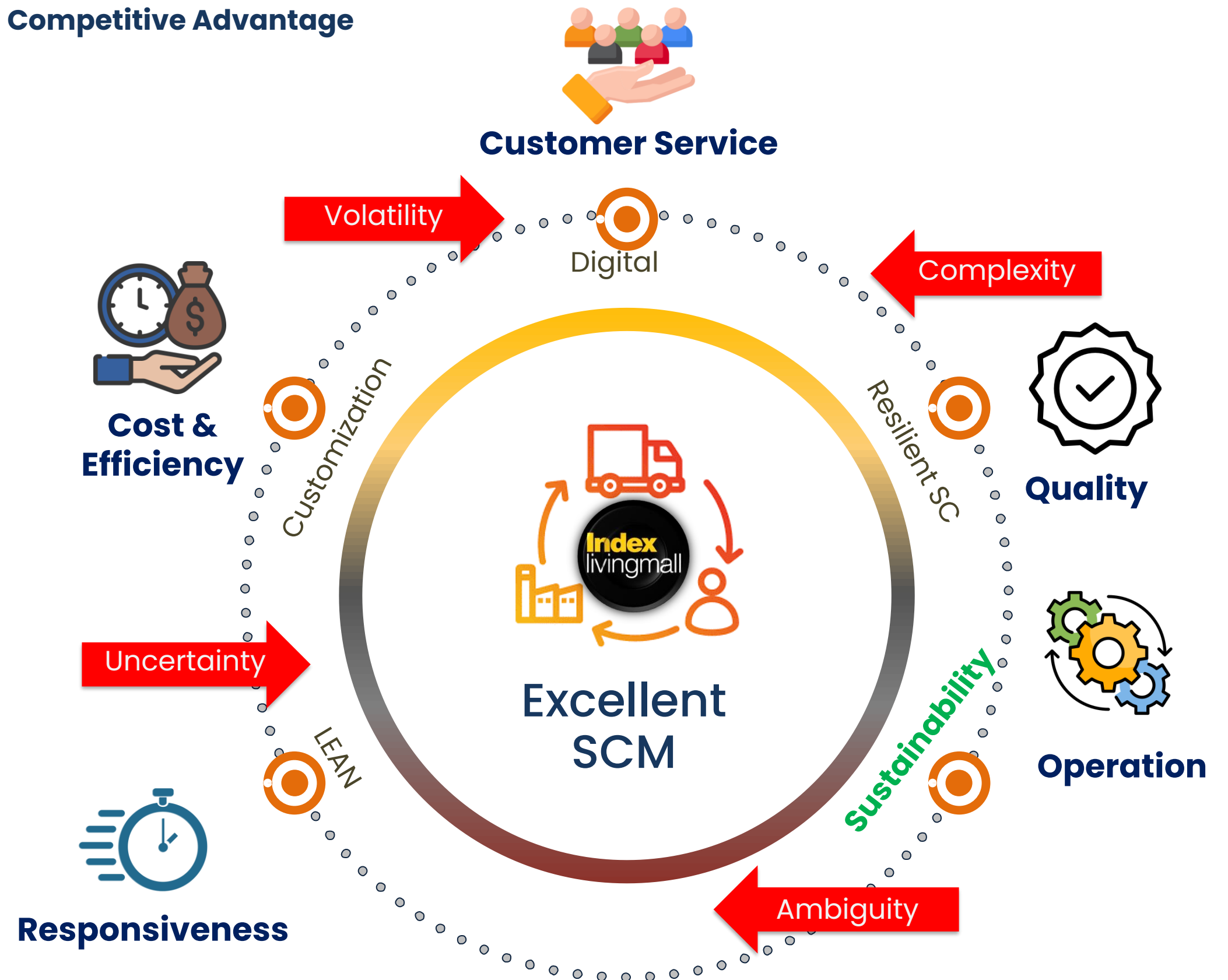
- Supply Chain Efficient Way of Working
- On Time In Full/
- NPD/Promotion

Excellent Responsiveness

- Supply Chain capabilities building
- Lead time/Day on hand

Excellent Cost and Efficiency

- Cost Savings
- End-to-end cost competitiveness



YOUNIQUE

What's YOUNIQUE



"Younique" by Index Living Mall is a **customizable furniture** line offering modern, functional designs ideal for **homes and condos with limited space**. Customers **can tailor each piece by selecting colors, sizes, and styles to suit their personal preferences and lifestyle**.



YOUNIQUE

YOUNIQUE Ordering process



STEP 1

Identify Needs

Gather customer requirements to create personalized furniture solutions tailored to their space and lifestyle.

STEP 2

At-Home Measurement

Professional **measurement and assessment service** to ensure the space supports the design plan.

STEP 3

3D Room Design

Create a 3D room design that allows customers to visualize and adjust layouts before finalizing.

STEP 4

Choose Your Desired Design

Customers select their preferred design with realistic 3D renderings, helping them finalize their decision before placing the order.

STEP 5

Home Delivery

Deliver custom-made furniture directly to the customer's home on time.

STEP 6

Assembly and Installation

Expert technicians **assemble and install furniture** to ensure a high-quality finish.

ILM FOIL TO MELAMINE




Mr. Ekalak Patamasatayasonthi
Senior Vice President Business
Development

The innovative "Foil to Melamine" project is central to ILM's strategy. Collaborating with key suppliers, ILM developed cost-effective Melamine-coated panels.

Key Takeaways from "Foil to Melamine" Project

- **Collaboration with Key Suppliers** – Strengthening supply chain partnerships.
- **Cost-Effective Melamine-Coated Panels** – Enhancing durability while lowering costs.
- **Customer Experience** – Customers centric to customize design furniture
- **Increase in Yunique Monthly Sales** – Boosting revenue and market competitiveness.
- **Alignment with ESG Principles** – Supporting sustainability through innovation.
- **Growth & Sustainability** – Driving efficiency while maintaining product quality.

 The "Foil to Melamine" project exemplifies ILM's commitment to sustainability, cost efficiency, and strong supplier partnerships.

ILM and Partners

OUTCOME



Process – Level Outcome

- **Reduce Cost** of Melamine panel board
- **Reduce Inventory** Level at ILM Manufacturing
- **Reduce Production Lead-time**
- **Stable Re-Purchasing** the Panel Board



Organizational – Level Outcome

- **Driving YOUNIQUE Sales Growth**
- **Achieve Customers Satisfaction**

Our Partners

- **Reduce Cost** of Melamine panel board
- **Reduce delivery Lead – time**
- **Stable Production line**



What are **the internal and external factors** that **drive organizations** to **integrate supply chain management into** their **business strategy**?

"ปัจจัยภายในและภายนอกอะไรบ้าง ที่ส่งผลให้องค์กรต้องผนวกการจัดการซัพพลายเชนเข้าเป็นส่วนหนึ่งของกลยุทธ์ธุรกิจ?"

In today's **VUCA World (Volatility, Uncertainty, Complexity, Ambiguity)**, businesses **must integrate supply chain strategy** into corporate planning to **enhance resilience, agility, and competitiveness**.

EXTERNAL FACTORS

- Economic Volatility
- Regulatory & ESG Pressures
- Technological Disruption
- Shifting Consumer Behavior



INTERNAL FACTORS

- Cost & Efficiency Pressures
- Risk Management & Resilience
- Market Expansion & Scalability
- **Collaboration & Innovation**



"In an unpredictable world, a well-integrated, agile, and **sustainable supply chain is no longer optional—it is a competitive necessity for long-term business success.**"

What are the reasons behind the company's **decision to implement customer-centric supply chain strategy** and related strategies **to meet its organizational objectives** ?

"อะไรคือเหตุผลที่บริษัทเลือกใช้กลยุทธ์ซัพพลายเชนแบบ Customer Centric และกลยุทธ์ที่เกี่ยวข้อง ในการบรรลุเป้าหมายองค์กร?"

- **Addressing Customer Pain Points for generating sales growth**

- Customers are the foundation of ILM's success; their needs and expectations drive business strategy.
- A proactive approach to understanding and adapting to changing consumer needs enables ILM to develop products and services that effectively meet market demands.

- **Customization / YN – Enhancing Customer Satisfaction**

- Offering design, sizing, materials, functions, and budget customization to meet individual customer needs.
- Budget visibility – Customers can track and control their spending transparently.



- **E2E Automation – Faster Process & Cost Reduction**

- Fully integrated design → price quotation → bill of materials → production → inventory management → delivery & installation
- Fast & efficient process → lowering costs, reducing waste, and enhancing customer experience.
- Reducing inventory costs (Less inventory for customized products) by producing on demand.

📌 **Conclusion: A Customer-Centric** Supply Chain Strategy enables ILM **to meet customer needs** effectively, **reduce costs, improve efficiency**, and drive long-term business sustainability.

How does the organization manage its supply chain to link business units, build partnerships with trading partners, comprehensively manage the impact on stakeholders, and monitor and evaluate to achieve organizational goals?

"องค์กรมีวิธีการบริหารซัพพลายเชนอย่างไร ในการเชื่อมโยงระหว่างหน่วยธุรกิจ สร้างความร่วมมือกับคู่ค้า จัดการผลกระทบต่อผู้มีส่วนได้เสียอย่างรอบด้าน พร้อมทั้งติดตามและวัดผล เพื่อให้บรรลุเป้าหมายองค์กร?"

- **Seamless integration across departments**

- **End-to-End Visibility** : Implement AI & real-time analytics
- **Cross-Functional Collaboration** : Facilitate seamless data integration and collaboration across departments..
- **Agile Decision-Making** : Use cloud-based ERP

- **Enhance relationships with suppliers**

- **Strategic Partnerships**: Shift from transactional relationships to long-term collaborations.
- **Co-Development Initiatives**: eg: Foil to melamine.
- **Risk-Sharing & Capacity Building** : training & digitalization support to suppliers for mutual growth.

- **Ensure supply chain decisions align with broader business goals**

- **Aligning corporate KPI and measurement** : Sharing information across value chain.
- **Consumer-Centric Fulfillment**:
- **Regulatory Adherence**: evolving compliance frameworks to mitigate legal & reputational risks.



THANK YOU

SUPPLY CHAIN MANAGEMENT