

Based in Saudi Arabia, Almarai is a well-known food and beverage firm that specializes in dairy, juice, bakery, chicken, and newborn feeding items. Almarai can be flexible and responsive to shifting market dynamics while avoiding excess inventory and maintaining high service levels according to the DDSC model. Technology Adoption: To improve efficiency and accuracy in their supply chain operations, Almarai invests in cutting-edge technology including automated production lines and inventory management systems (Kamble, Gunasekaran & Gawankar, 2020). To guarantee the effective and prompt delivery of their products to retail stores, supermarkets, and other outlets around the nation, Almarai has a sizable distribution network that includes refrigerated trucks. Strategies to integrate supply chain: Vertical Integration: By owning and managing several production stages, Almarai has vertically integrated its supply chain. Collaboration and Partnerships: To ensure efficient coordination and information sharing, Almarai works closely with its distributors, suppliers, and retail partners. Almarai's key supply chain drivers: Operational Excellence: The business consistently aspires to operational excellence by implementing supply chain management best practices. Again, Almarai values its customers and recognizes the significance of upholding their expectations for product accessibility, freshness, and diversity. This includes effective production scheduling, improved inventory control, and .simplified logistical procedures