

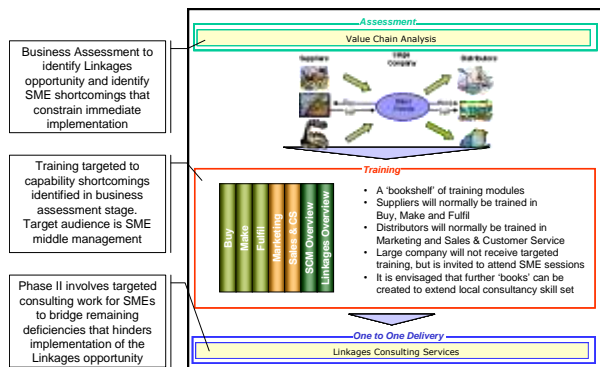
Maryya Cleaning, Chengdu, China

Maryya is a RMB 60 million SME with approximately 400 employees that produce and wholesale mops and plastic household items in Sichuan Province, China.

Maryya was one of seven SMEs selected for a Linkages pilot with Auchan, the French multinational hypermarket, in Chengdu. The linkages opportunity for the pilot was to develop leading local non-food suppliers to the Auchan store into national (1st price) suppliers.

The approach used for this Linkages opportunity was a localized version of the SEED Linkages methodology, which structure the initiative in three major stages;

- (1) Value Chain Assessment
- (2) Training
- (3) One to one consultancy support (phase II)



The value chain assessment was conducted by two Linkages BDOs from CPDF with support from international consultants from Accenture Development Partnership (ADP).

Key resources (e.g. Local Buyers, 1st price team) from Auchan were interviewed to identify key requirements from the large company and on-site assessments were undertaken with each of the SMEs to determine their individual constraints.

A GAP Analysis report was created to highlight the key improvements areas for each of the SMEs. Furthermore a one day target training session was given to all the SMEs and the local Auchan Buyers to enhance their understanding of key value chain concepts in areas with frequent shortcomings.

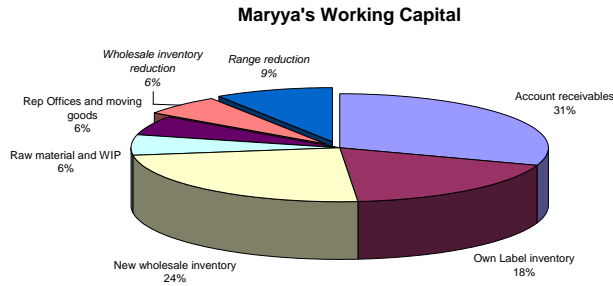


Product assembly at Maryya

Maryya was one of three short listed Auchan suppliers that were invited by the CPDF team to participate in the one to one consultancy phase. Their key constraint to growth is access to working capital.

The approach for phase II was to implement specific initiatives for each SME to address their deficiencies identified in phase I. These projects were run in partnership with the local consultancy partners following 8 full days training in Linkages concepts and core consultant skills. Additional support for this phase was given by a supply chain expert from ADP.

The Linkages team helped Maryya identify inventory and supply chain enhancements that will free up at least RMB 2.5 million, or 15% of working capital, by improving stock management routines for the wholesale products and eliminate slow moving lines.



New templates and procedures have been given to stock management resources at Maryya.

In addition the local consultants will support the implementation of these initiatives over the next few months to ensure the savings are realised in order to enable Maryya to finance further growth.



Computer Aided Design at Maryya

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