

Juice-Perfect Manufacturing & Operations Consulting Case Competition

Placement: Third Place

Hosted by: Association for Supply Chain Management (ASCM)

Team Members: Amit Uutukuru & Abhinava Kanumuru

Institution: The University of Texas at Dallas, Naveen Jindal School of Management

Participating in this case competition was an incredible experience where our team tackled real-world operational challenges faced by Juice-Perfect. We analyzed bottlenecks within their production and packaging workflows and proposed actionable, data-driven solutions to increase efficiency and profitability. Our primary recommendation involved transitioning from a Make-to-Order (MTO) to a Make-to-Sell (MTS) production system, projected to deliver annual cost savings of approximately **\$100,000**. Through this project, we emphasized the value of data-backed decision-making and process optimization in modern supply chain management.

Key Contributions:

- Conducted end-to-end analysis of Juice-Perfect's production and packaging processes.
- Proposed a strategic shift from MTO to MTS to reduce idle time and increase throughput.
- Modeled a cost reduction framework achieving ~\$100K annual savings.
- Presented findings to ASCM judges with supporting quantitative analysis and operational forecasts.

This experience strengthened my skills in data analysis, strategic operations, and cross-functional collaboration. It also deepened my appreciation for the intersection of supply chain and data-driven business strategy. I am grateful to ASCM for organizing the competition, to the judges for their feedback, and to UTD for fostering an environment that encourages innovation and problem-solving.

— **Amit Uutukuru**

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