

# 5 Symptoms

Your Consumer Health Goods  
Supply Chain Strategy

## Need an Upgrade



### **Inability to Assess the Margin Contribution of New Products**

Are you struggling to understand how new product launches impact profitability? It's challenging to make informed decisions about product prioritization, pricing strategies, and resource allocation without a clear understanding of which products are driving profitability.

### **Regulatory Constraints Limiting Network Optimization**

OTC manufacturing regulations limit production relocation and network flexibility, complicating compliance across global markets. You are missing opportunities without the ability to incorporate these constraints into your network design.

### **Difficulty in Understanding Margin Contribution of New Product Launches**

If your network design team struggles to assess how new product launches impact overall margin contribution, it may indicate a need for an upgrade.

### **Inadequate Long-Range Capacity Planning**

Difficulty aligning capacity with market growth can stem from challenges like underutilized or overutilized resources, evaluating investments, and managing shifting production strategies.

### **Poor Financial Optimization in Network Design**

Excel-based models struggle to evaluate NPV, IRR, and free cash flow metrics. This limits the ability to uncover financial sensitivities, streamline decisions, and achieve optimal business outcomes.



Pay close attention to these symptoms your supply chain is experiencing. Advanced network design solutions can provide consumer health goods companies with the necessary insights and flexibility.

River Logic's Value Chain Optimization solution has helped leading companies in this space by optimizing investment decisions with robust financial modeling, balancing in-house and external manufacturing efficiently, adapting to market shifts and regulatory changes with agility, and designing sustainable networks that align with corporate and sustainability goals.

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