

Nothing is difficult if you have ingenuity-Visit Notes of Supor Home Appliance Manufacturing Company

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Sunny



Today we have met the rare sunshine after the Winter Solstice Festival in Hangzhou. GMSCM2013, 2015, 2017, 2018, 2019, 25 companions crossing 5 grades followed Year 2015 senior Kong Qingqin and Supor companion Zhang Ting to visit Supor Park located at Binjiang Jugong Road under the organization of Professor Ma. Here we visited the stretching, painting, injection and assembly workshops, and had a good lunch at the supplier special dining hall of staff canteen. In the afternoon, we deeply discussed with the management personnel of E-commerce data center, Supply Chain Department etc. of Supor on the inventory prediction of E-commerce channel that the enterprise is currently facing. On one hand, we expressed admiration and appreciation to Supor's willingness to launch this scene and open communication. On the other hand, it also promoted us to more cherish every meeting, as well as fully applied the communication opportunities with the students of each industry to mobilize the resources, and transfer the knowledge that we learned from class and the knowing of others to solve the practical problems for enterprise and society; "Nothing is difficult if you have ingenuity", enable the thoughts and practice to magnify the values in collision.



Supor that you don't know

Listed Company+Multinational Enterprise

As one comprehensive mass household supplies brand, Supor was only one pressure-cooker factory in Yuhuan, Tiazhou 32 years ago; Based on the initials of “quality” and “innovation”, as well as the industrial deep ploughing for many years, today's Supor has become the leader of cooker and small home appliances industry in China;

2004, Supor become the listed company of Shenzhen Stock Exchange (Stock code 002032, become the first listed company of cookware industry in China);

2006, Supor launched the strategic cooperation with France SEB Company (World-renowned small home appliances and cookware manufacturing group);



Scientific Enterprise+Manufacturing Giant

Five large research and development manufacturing bases: Hangzhou, Wuhan, Shaoxing, Yuhuan, Vietnam

6320 patented technologies

12,000+staffs

Annual production capacity 100,000,000 pieces with the annual growth of double digits.

Rich Categories +Multiple Channels

Main products of Supor:

Cookware-No.1 market share of industry

Kitchen small home appliances-No.2 market share of industry

Besides, there are environmental furniture electric appliances, Shaoxin large home appliances base was added in 2019

The products of Supor won the grand awards at home and abroad many times;



Multiple Channels:

Almost 40,000 retail terminals, covering 100% cities above the county level nationwide;

Oriented with domestic trade with the export sales to more than 50 countries and regions e.g. Japan, Europe and America, Southeast Asia etc.;

Large proportion of E-commerce with the continuous growth;

Important strategical cooperation partner of several E-commerce platforms e..g Tmall, JD, Suning and Pinduoduo etc.;



Enterprise of significant sense of social responsibility

For 13 years, Supor has always been implementing the public benefit program of “Supor Primary School” to improve the rural education in the remote mountainous region of China.



Production Workshop



The first floor is the stretching workshop with the automatic assembly line, which includes several processes such as stretching, painting. The painting workshop has been upgraded for several rounds and progressively improved the use ratio of paints; The third floor is the assembly workshop with the manual assembly line operation. It is able to assemble one product with the fixed interval, all products and production that are set up by the IE engineers; The materials flow on the production line are mainly divided into two types: Production materials and packing materials, which will be pushed to the work station directly by the conveying belt, and push in a timed manner every two hours; The disposed packing materials will be automatically recycled through the iron cage frame; The materials carrier vehicle is equipped with the reversible doors to enhance the efficiency;

The mechanical arms are used for sorting and stacking, the cargo delivered from the screw conveyor will be scanned the bar code by the top camera and delivered to the corresponding window;

Workshop of Supor and GMSCM

Supor is encountering the problems of cargo supplying and inventory in the course of supply chain operation, which arouses our memories to the lean production, operation management and inventory optimization. Under the guidance of Professor Ma and Qingqin, we performed the brain storm to the cash flow, logistics, information flow of enterprise from the different perspective according to the Supor E-commerce issue analysis strategy.



Conclusion: We are so happy to meet the classmates again at the end of new year. Say goodbye to 2019 and think about the coming 2020. Your New Year's Resolution, Are you ready?



GMSCM2018
Happy New Year

