



AMADOU CONSULTING CASE STUDY

Amadou Consulting was engaged by a startup in the medical health sector. They had a working product but needed a route to market in the US and Europe.

Amadou Consulting provided comprehensive advice on building the company's logistics, supply chain, and after-sales care, including:

Product Design and Packaging – The solution, an in-house system to detect changes in patterns of elderly people living alone at home, consisted of several parts: a body-worn wristband and nodes that plug into household power sockets. Amadou advised on material selection and packaging needs to allow late-stage customization of the product to meet customer needs, such as the number of nodes and adapter plugs for different countries.

Staffing Needs – Amadou provided a complete assessment of permanent and temporary staff needs for the first few years of operation. We wrote job descriptions and interviewed candidates for final selection by the management team.

Customer Deliveries – Amadou Consulting advised solution providers in both the US and Europe on last-mile customer delivery and import from the company's manufacturing site in China. This assessment included complete costings for end-to-end logistics, allowing the business to plan these costs accurately into the bill of materials and COGS.

Reverse Logistics – We established full procedures and partnerships for reverse logistics, including swap repair and return-to-base repair.

Governance – We provided a full business governance framework, reporting needs, and sign-off procedures for different activities to ensure effective ongoing management of the supply chain and demand planning.

OUR SERVICES

We pride ourselves in having broad industry expertise.
Contact us at info@amadou.co.uk for more information

WHY AMADOU

The customer needed advice across a broad range of topics.

They wanted to quickly establish a plan to get the business started and initiate trials.

We provided the necessary advice and a comprehensive blueprint for the first few years of operation, allowing the rest of the business to focus on the product launch and other activities.

If you would like to hear more information on this engagement, we can connect you with the CEO or CFO who engaged Amadou consulting on this project