

14 March 2012

What do retailers want from your supply chain?



Place: [Tallink Hotel Rīga](#), Elizabetes street 24, LV-1050, Riga, Latvia
Price: ECR Baltic members: Euro 400 | non members: Euro 600 + 22% VAT
for limited number of participants

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The economic downturn has led to greater pressure on all businesses to take out cost and improve their supply chain capability. A central challenge for suppliers is understanding and developing appropriate supply chain responses to satisfy the needs of their retail customers.

If you are working in a customer facing role and would like the complete picture on what is top of mind for your retail customer, then IGD's **What do retailers want from your supply chain?** is the solution for you.

Understanding your customer's supply chain is vital to the success of any FMCG business. You will learn how they work, key initiatives that are adding value and most importantly how you can get started on your collaborative journey.

Key learning outcomes:

By attending this course you will hear about the current and future developments taking place in the grocery supply chain and understand what these mean for suppliers. You will also understand

the part that engagement plays in the supply chain, the capabilities that retailers expect and how to use them to drive competitive advantage.

- Grasp the key retailer supply chain strategies and expectations
- Segment your approach to deliver unrivalled service to your customers
- Develop approaches to tackle collaborative and confrontational relationships
- Evaluate your performance to date, what's working and what's not?
- Implement learnings to everyday projects to ensure successful outcomes

Who will benefit from attending?

This workshop is designed **for individuals who are established members of the supply chain team or are responsible for managing customer relationships**. It is ideal for those that are interacting or plan to interact with retailers and need to understand their customer.

Recent attendees include:

- Supply chain/distribution graduate
- Supply Chain Manager
- Supply Chain Development Manager
- Demand Planner
- Inventory Manager
- Forecasting Manager
- Buyer
- Supply Manager
- Logistics Manager
- Account Manager
- Commercial Manager
- Distribution Manager
- Operations Manager
- Business Development Manager

Delivery and venue details:

This workshop will be highly discursive, providing an opportunity for delegates to put forward their everyday challenges and utilise the experience of the IGD team and indeed other fellow delegates to navigate their way through these issues.

* We will create a tangible learning experience through communicating best and bad practice, role playing, group discussion and provide frameworks for you to get started or further exploit your customer supply chain strategy.

* Participants will receive a copy of the key training materials.

* Participants to receive graduate certificates from ECR Baltic-IGD Academy. Please refer to [Introduction to Supply Chain](#) and [Investment and Promotion Effectiveness](#) Workshop participants' feedbacks and picture galleries from July - September 2011.

Workshop program

The workshop starts at 9.00 AM and finishes at 17.00 PM

KEY DEVELOPMENTS TAKING PLACE

- Grocery market context setting; size of market and key players
- What retailers want
- What does this mean for / look like in their supply chains?
- Lead time reductions
- Smaller/more frequent deliveries
- Forecasting and demand planning
- Reduced stockholding
- Increased supply chain efficiencies
- What initiatives are we seeing as a result from both retailers and suppliers
- Collaboration in Action Case Study

SUPPLY CHAIN ENGAGEMENT

- Retailer/supplier engagement – what does successful engagement look like
- Exploring the win, win-win, and win-win-win requirements
- What capabilities do retailers expect
- What capabilities give competitive advantage
- What are best in class supply chain capabilities?
- Benchmarking engagement
- How to segment your approach
- Engagement in Action Case Study

MAKING SUPPLY CHAIN PROJECTS STICK

- Aligning objectives, focusing on the mindset
- Simple do's and don'ts (managing confrontational and collaborative personalities)
- Get to the root cause and agree where the issues lies
- Exploiting best practice
- Pilot initiatives with robust evidence
- Making it scalable to sustain its impact

SUPPLY CHAIN QUIZ

- Summary of key supply chain issues and opportunities
- Simple quiz designed to cement learning and spark debate
- Opportunity to develop further learning potential
- Evaluation of knowledge gained through training

Participant's feedback: Which part of the workshop did you find most useful?

- Collaborative journey and real case studies/ examples
- Collaborative journey
- The importance of aligned strategic supply chain objectives. Understanding what the customer wants and integrating this into your supply chain strategy
- Retailer strategies
- Running through the six supply chain trends provided real insight into what suppliers are expected to do to serve their customers
- Forecasting, planning
- Supplier collaboration/ engagements
- I can't really say any specific area. It was all useful in different ways
- All of it. Good balance between listening and group participation
- Supply chain strategies
- Tools at the end
- Supply chain engagement, some stuff on x-docking
- Supply chain trends
- The S.C. trends – deep dive and a discussion of what it means to us
- Looking at the trends/drives for the multiples on making their supply chain more reactive
- Strategies and trends
- Delving into the trends and what that means for us
- End to end supply chain understanding and how this is changing
- Supply chain trends
- Understanding retailers' areas of change and development –how that might lead to change here
- Good discussions which help make information relevant to us – probing, thinking within group work
- Understand strategies

About Facilitator: Karen Chalmers, Senior Supply Chain Analyst



As a Senior Business Analyst in the Supply Chain team, Karen is responsible for managing ECR UK Workgroups on 'Sustainable Distribution' and 'On-Shelf Availability as well as running ECR's bi-monthly On-Shelf Availability Survey.

Broadening IGD's knowledge base on sustainable supply chains, Karen authored the 'Sustainable Distribution' report and developed the ECR UK Sustainable Distribution Toolkit, which provides practical guidance on transport collaboration, the use of consolidation, transport technology, improving vehicle utilization, the use of alternate transport modes and how to capture and record road miles savings.

Karen contributes to training and collaborative based programs involving participants from across the food industry and is a trainer on IGD's supply chain workshops and Post Graduate Certificate in Food and Grocery Industry Management. She also manages IGD's annual Supply Chain Summit, bringing representatives from across the supply chain together to share best practice.

Prior to joining IGD, Karen gained 13 years experience in operations, demand planning and supply chain development with RS Components, InBev UK and Coca-Cola Enterprises. Karen has a BSc (Hons) in Operations Management and a Postgraduate Diploma in Logistics Management

IGD and IGD Academy Credentials



IGD is a leading source of information, research and education on the European and global food and grocery industry. With a membership of more than 750 companies, including retailers, manufacturers, wholesalers, distributors, primary producers and foodservice companies, IGD encourages organisations across the supply chain to work more closely together.

Our position at the heart of the industry, coupled with our sector knowledge and technical understanding, means we can add real value to your business by ensuring we explore pertinent issues provide actionable insights. We work closely with large and small companies across the food chain on a daily basis to provide topical and thought-provoking insight and education.

We continuously research the application of retail and channel strategies, customer engagement, category leadership, supply chain best practice and sustainability to understand the progress being made. Our research is disseminated through our online services, conferences and bespoke briefings. Through our workshops and in-house learning programmes we provide companies with practical tools, templates and case study examples from leading retailers and suppliers to enable them to benchmark their people capabilities and raise the performance of their teams.

We have a team of 30 experts with extensive hands-on industry experience in retail, commercial, category, supply chain, sustainability and nutrition prior to joining IGD, from a wide range of retailers and manufacturers. Our consumer/shopper analysts have worked for manufacturers and research agencies gaining in-depth knowledge of EPOS, consumer panels and qualitative research.

We travel extensively to attain first-hand knowledge of international markets – both developed and emerging. We engage with a wide network of key personnel from retailers, suppliers and service providers around the world. Recent in-depth research trips have included Australia, China, Korea, India, Russia, and the USA and we travel extensively throughout Europe on a regular basis.

IGD adds value to the industry by providing unique impartial research, insight and training. Reflecting our independent position in the industry we do not operate as a consultancy that would create a business strategy for you – rather, we will provide excellent industry research, best practice and training to help you draw out specific implications for your business, and can then work with you to facilitate your strategic decision-making.

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GET REFUND FROM PARTICIPATION IN OUR TRAININGS & WORKSHOPS!

Thanks to our cooperation with LPUF (Latvian Food Industry Federation), if your company (or its subsidiary) is registered in Latvia and you are categorized as manufacturer (food/non food except tobacco), logistic, transport, IT company or non for profit you got a chance to be refunded 54% to 74% from your EUR 600.00 participation fee per delegate.

To be refunded, special conditions apply:

- Minimum 10 participants have applied for refund for each of our trainings;
- Register before 21st of January (Special application form submitted)
- Wholesalers and Retailers can not apply for the refund

For more information, please contact Edgars Pentjuss, ECR Baltic
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