

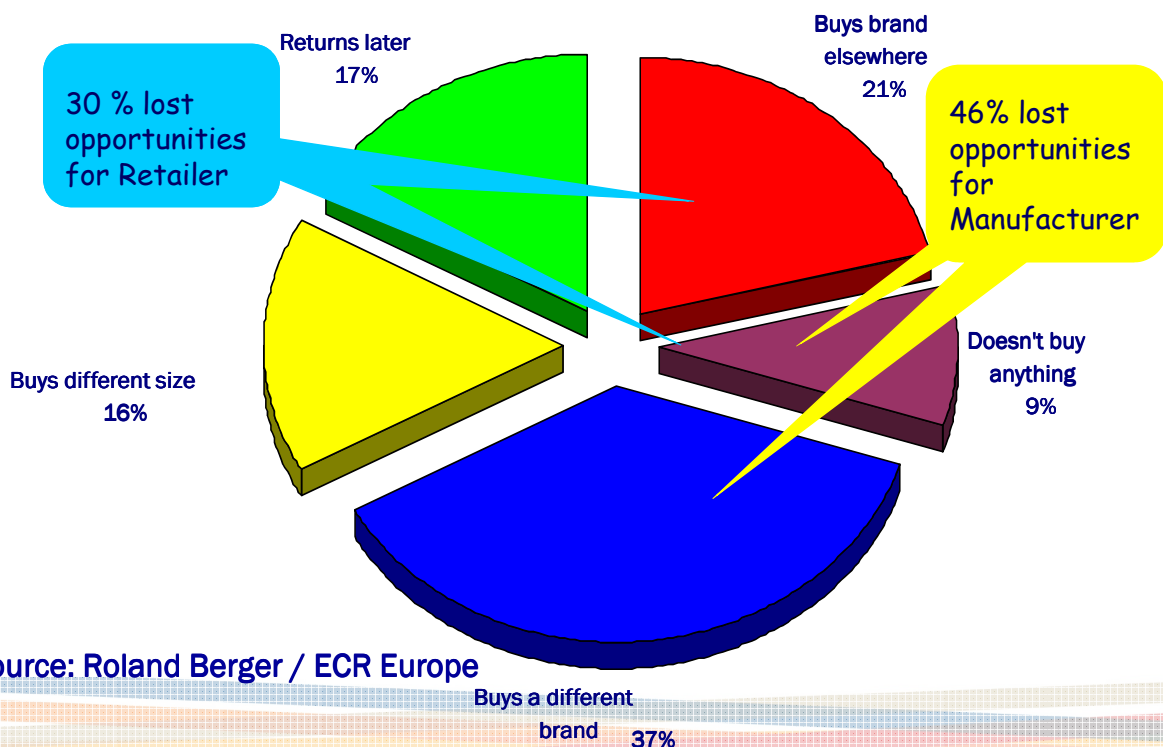


Improving availability for Customers

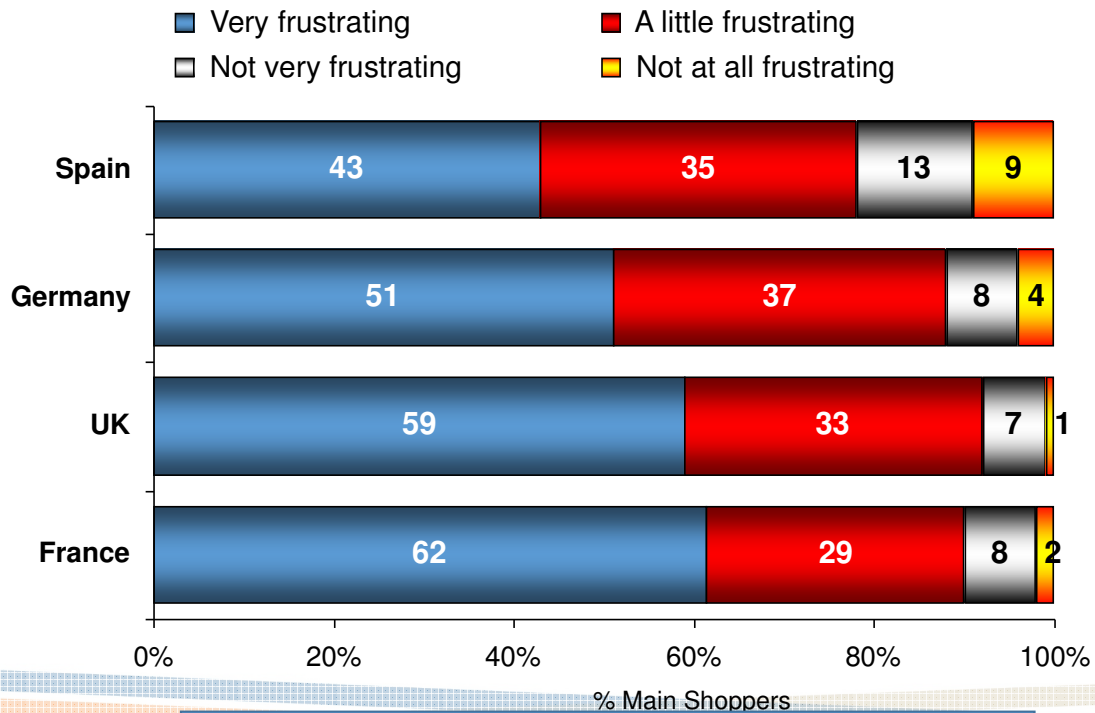
June 2016 – ECR Malaysia

Confidential - Joe Dybell Dairy Farm

Why is availability important?



What do customers feel?



Improving availability builds trust and loyalty

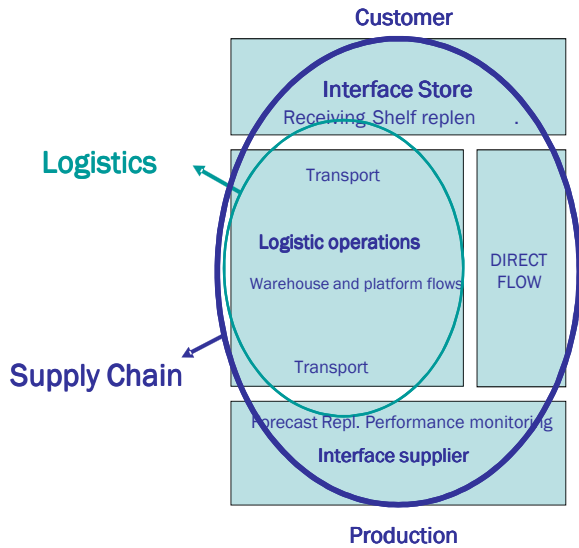
We don't have a problem...



Chorus

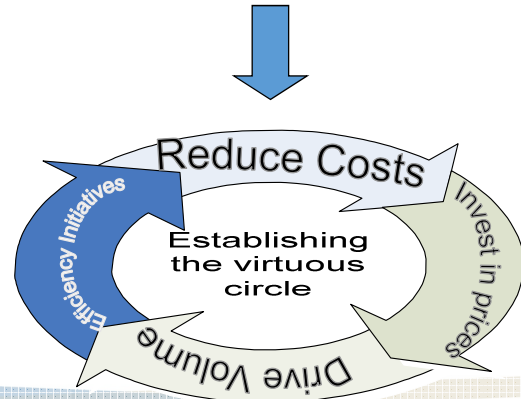
What does supply chain do?

From Logistics to Supply Chain



The Supply Chain main purpose is

Create value by maximising shelf availability

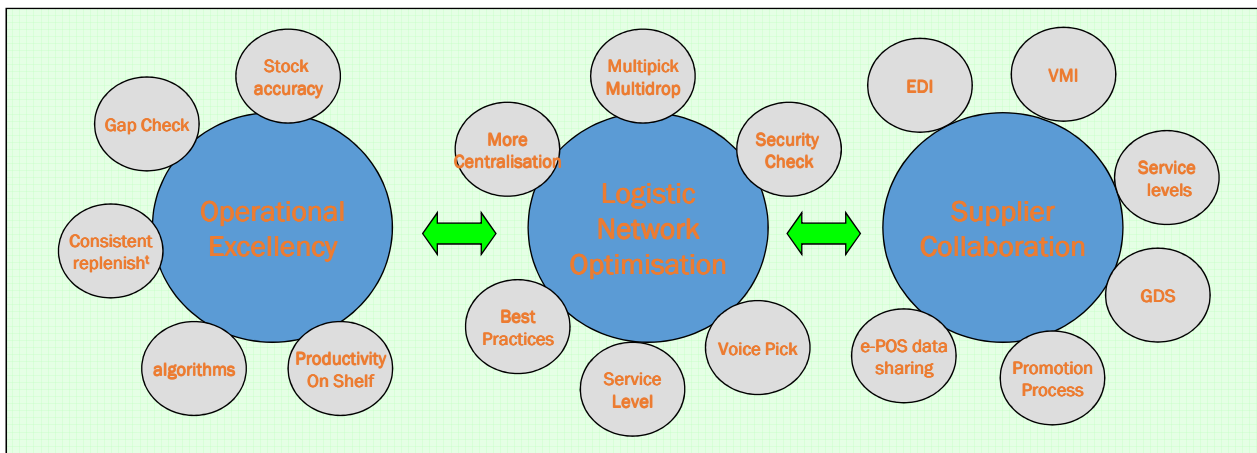


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Availability requires whole chain improvement

Master data

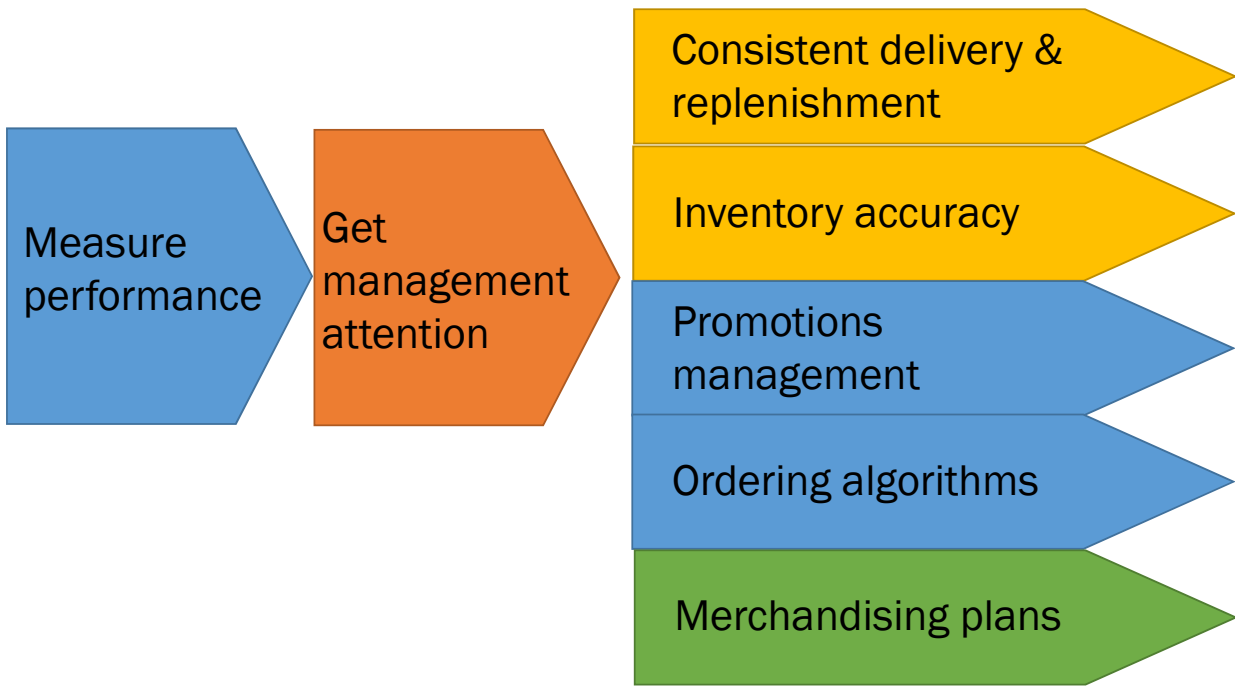
Monitoring Information Flows



Monitoring Merchandise Flows

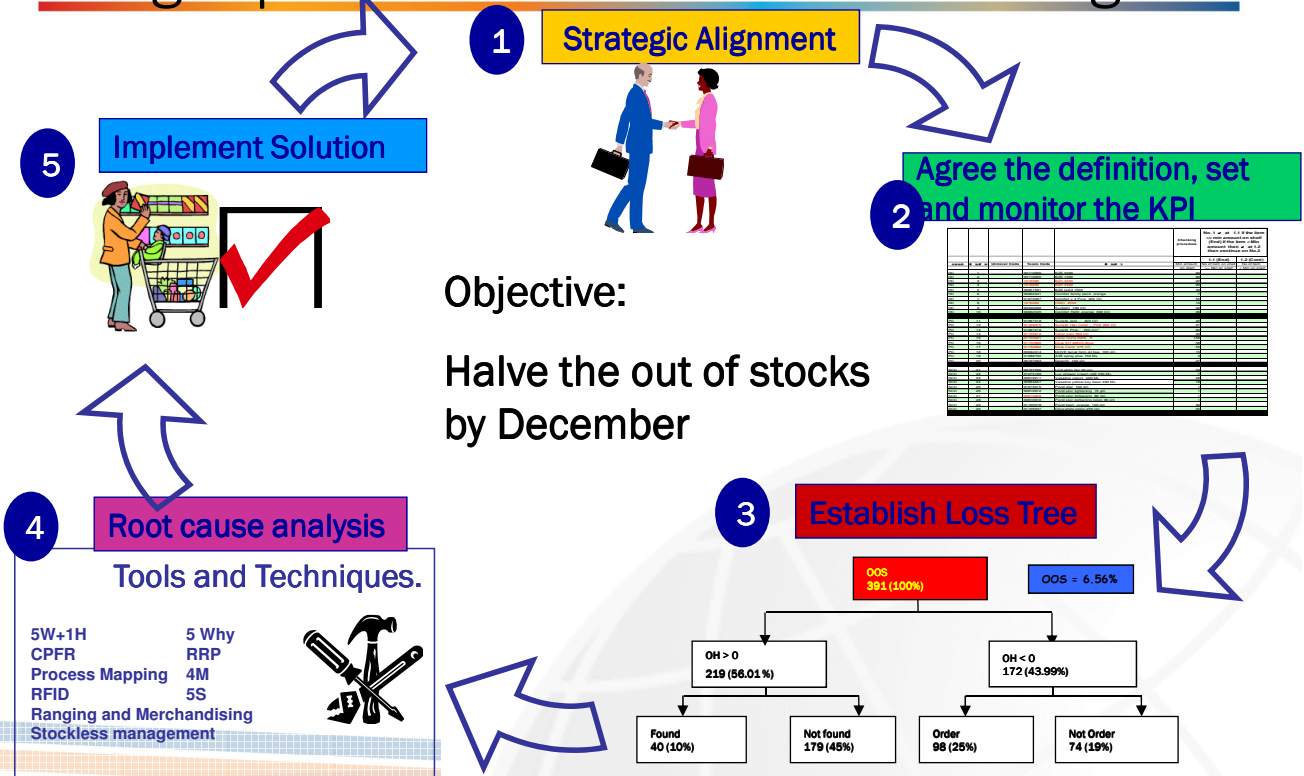


There are 7 streams of work

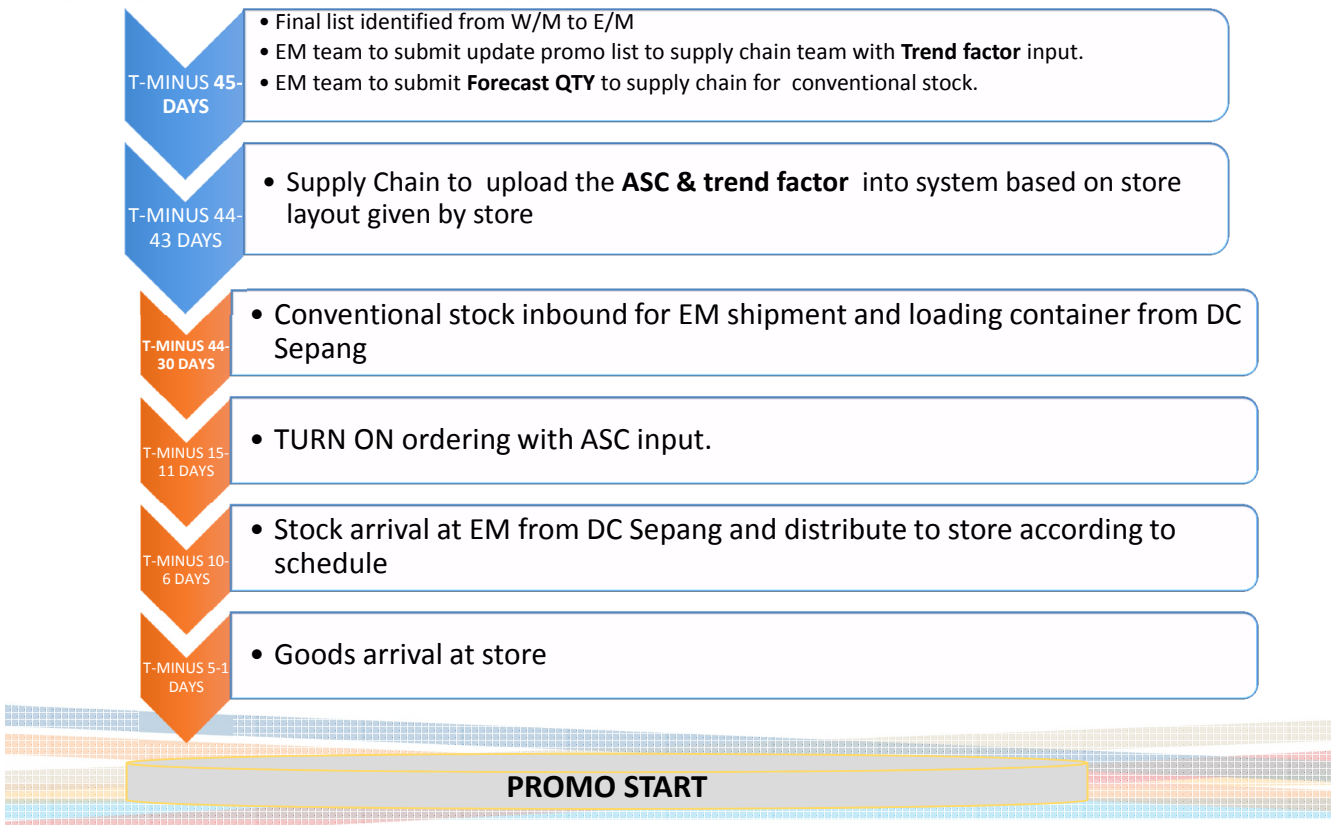


All supported by root cause investigation

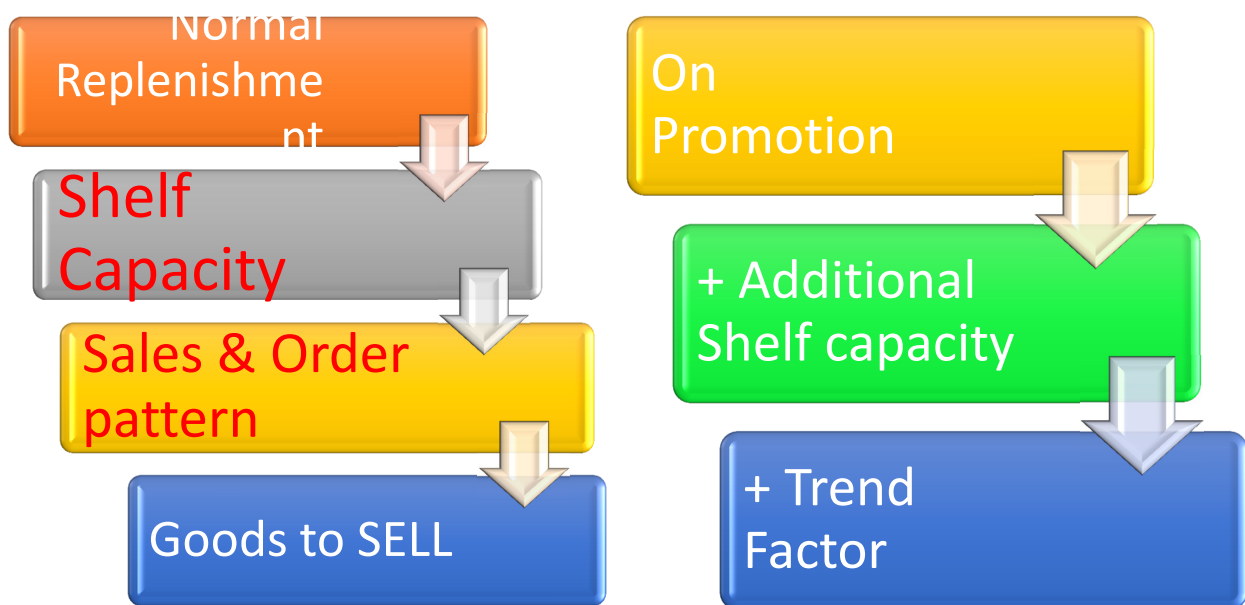
A single process for each of the changes



Promotions are especially important to customers



System drives the ordering – Pull not Push...



Less interventions will allow stock to flow to the shelves

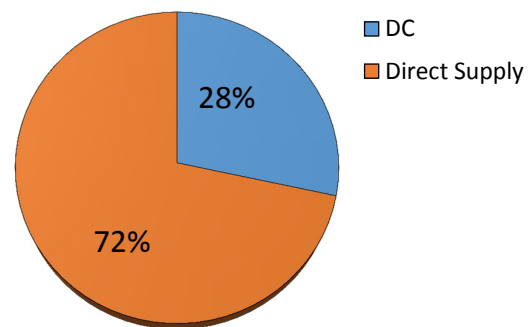
Market leading availability...



Peter Breig

Centralisation is key for Promotion availability

- Most issues are direct to store
- Promotions are 3 times more likely to be out of stock if direct
- Centralisation to grow next year
- All suppliers who can – will.



Source of Supply	Total Promo Lines	Promo Lines OOS	OOS By Source Of supply	Potential Loss (RM)
DC	53,884	2,492	28%	19,805.32
Direct Supply	61,139	6,287	72%	21,466.25
Grand Total	115,023	8,779		41,271.57

Project Title: Centralisation

No	Key milestones	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16
1	Ambient	60%	65%	70%	75%	75%	75%	75%	80%	80%	80%	80%	80%	80%	80%
2	Fresh	22%	22%	22%	26%	26%	30%	30%	35%	35%	35%	40%	40%	40%	50%
3	EM Ambient	16%	16%	16%	20%	20%	20%	20%	25%	25%	25%	30%	30%	30%	40%

Key take aways

- Improving availability Builds customer trust and Loyalty
- Direct to store is 3 times more likely to be out of stocks
- Centralisation will improve availability
 - And productivity
- Systems will deliver improvements
- We all need to work together
 - Suppliers
 - Merchants timelines and ranging
 - Stores Inventory accuracy, gap check and replen

Happy Customers more sales better business