

Transform to Perform

Gerard Ekhart

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Who am I?

Gerard Ekhart

Managing Partner

*Projects and Interim Advice in Purchasing,
Logistics and Collaboration*

Quarter century of experience in Global Supply
Chains (80% line, 20% sideline)

columnist, writer and many customer projects

...



What are we doing this afternoon?

- ✓ Experiences
- ✓ Lessons learned other industries
- ✓ Some tips and tricks
- ✓ FUN
- ✓ Different expectations?



What's happening in....?

- ✓ The Global Industry
- ✓ Consumer Goods sector
- ✓ Global sourcing world



Globalization

..global competition

.....global contracts

.....global suppliers



Move to & Source from

...China

.....India

....CEE



Sustainable society

the Green Supply Chain

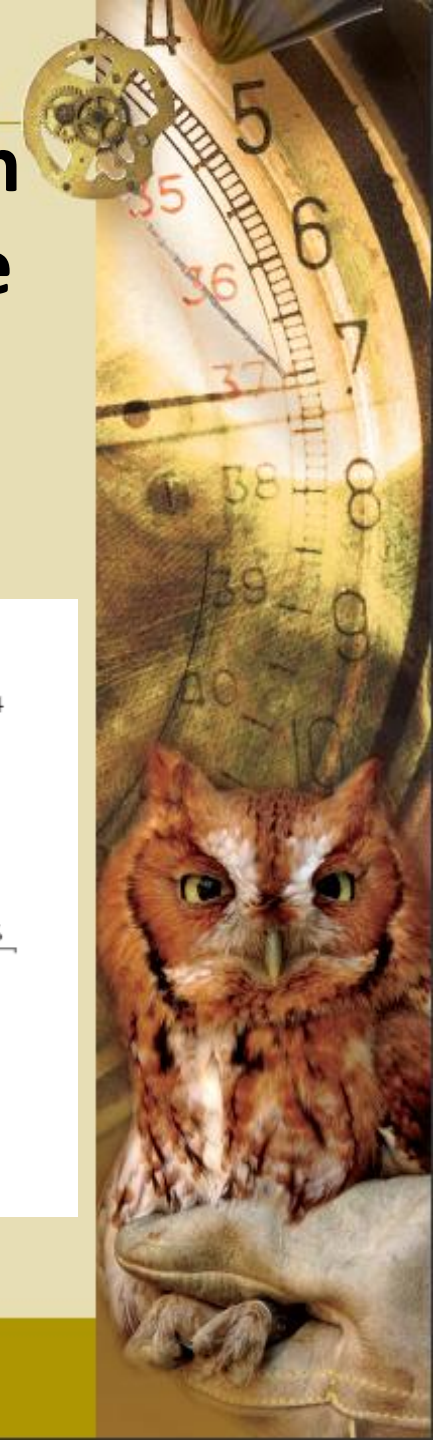
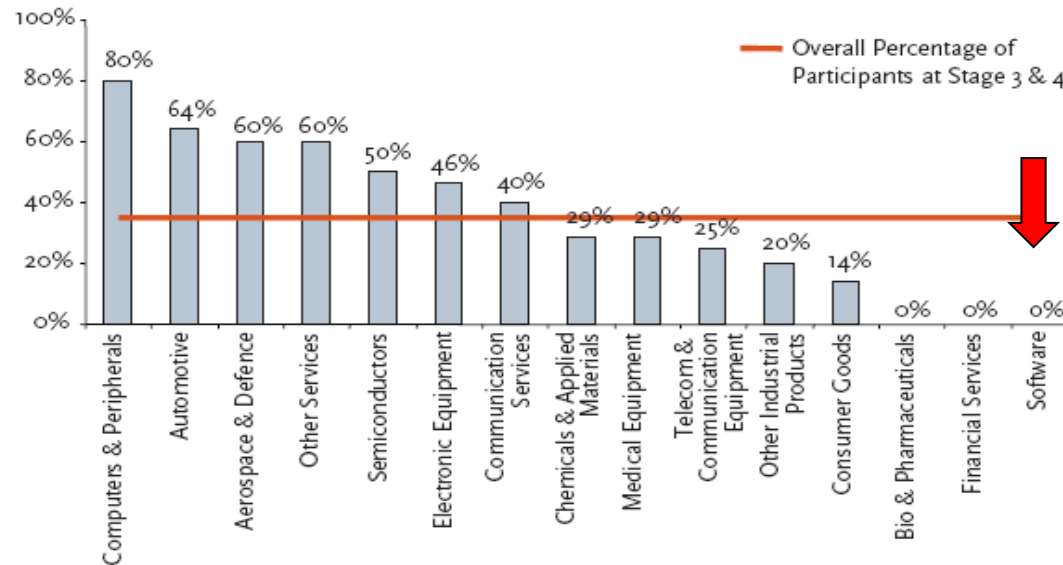
People, Planet, Profit



How does the Consumer Goods sector in relation to other Global Industries in the area of Supply Chain Maturity?

Percentage Supply Chain Leaders per sector

www.prtm.com



Why?



Top 5 priorities in the global Consumer Goods sector

1. Product Innovation
2. Total landed cost
3. Customer Service
4. Product Quality
5. Supply Chain flexibility

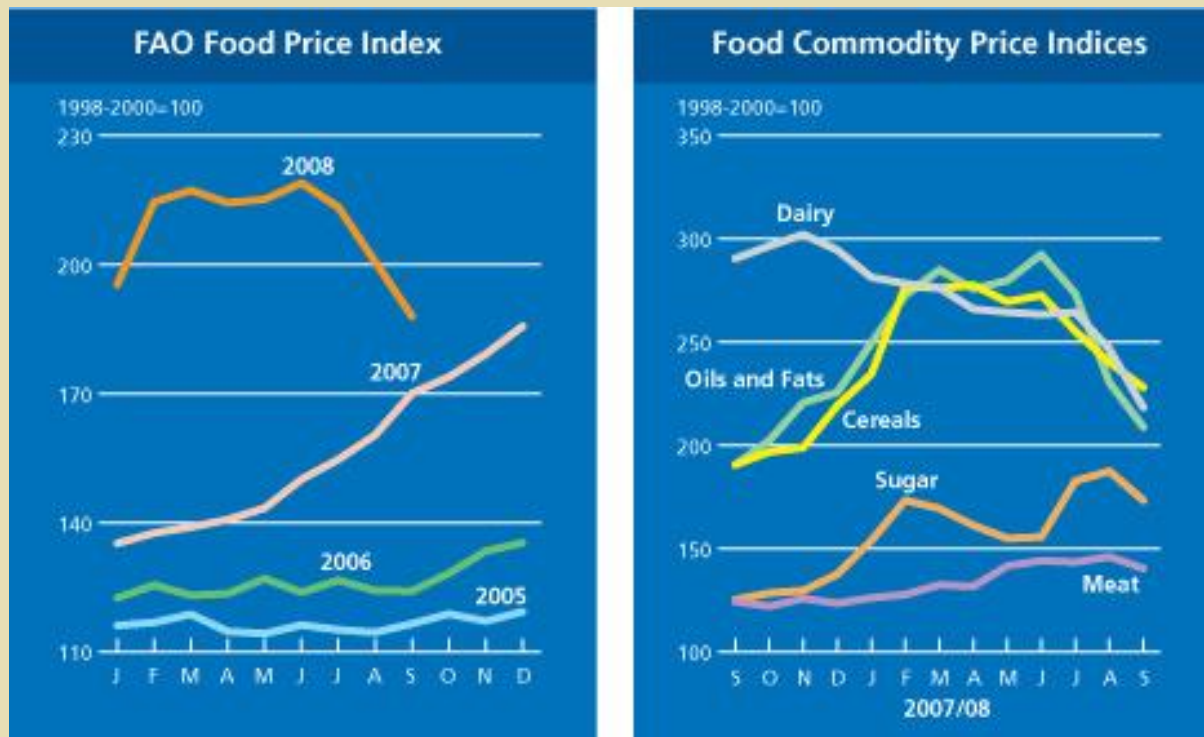


Mega forces in the consumer goods marketplace

Een paar 'mega forces'
die uw winstgevendheid
bedreigen



Food prices www.fao.org

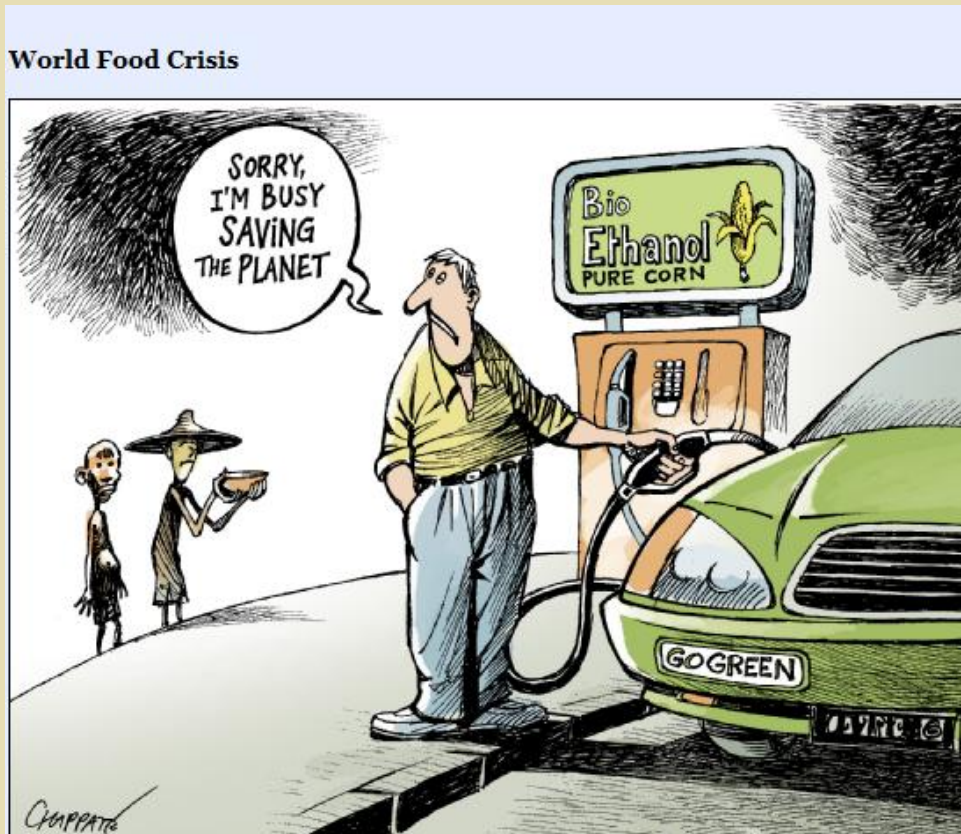


Oil prices

► **Olie Dashboard**
November, Tuesday 18 2008 - 07:20:00



And one of the root causes for this....



Retailers with their strong private label



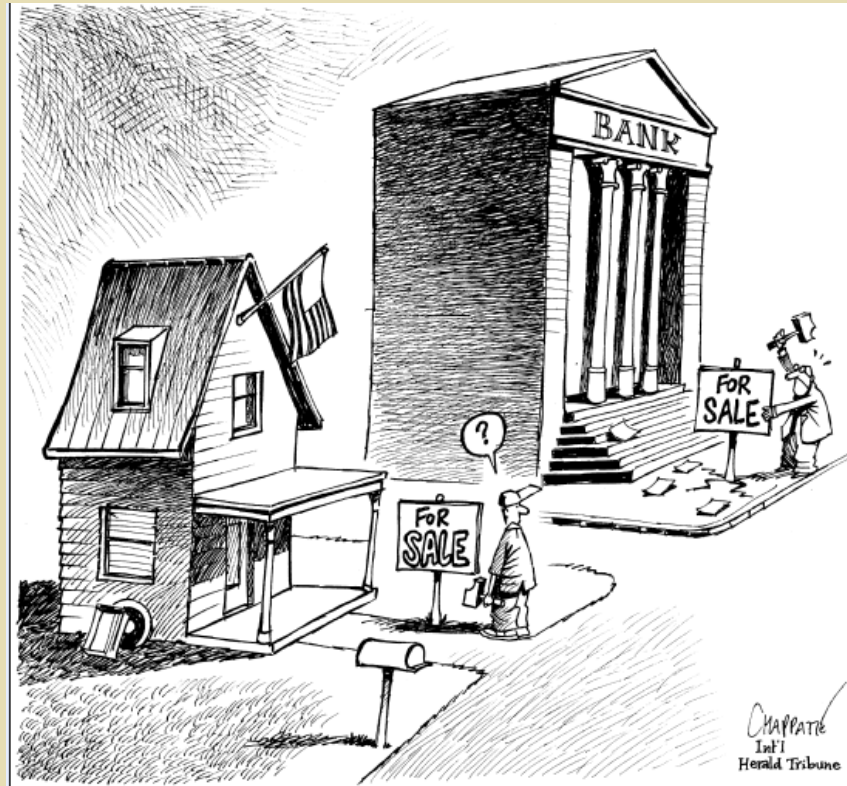
Consolidation in the market suppliers (eg paper and packaging)



'Green' purchasing



Crediet crisis



War on Talent

Where are the 'young, fit & able...'?



What now?

Several major brands have already adjusted their strategy

"Transform to Perform "



'One Unilever' 2007

De fabriek gaat dicht, in Loosdrecht, Delft en Vlaardingen



Unilever sluit in Nederland de fabrieken van Knor in Loosdrecht (Dink), Calvé in Delft en schoonmaakmiddelen in Vlaardingen. Daardoor verliezen 4.744 banen, als onderdeel van een reeks strategische structurele herstructurering die in vier jaar 20.000 van de 180.000 arbeidsplaatsen kost. Unilever houdt in Nederland nog

productievestigingen over in Ballerum, Ois (China) en Herforden (D). De productie van Calvé komt erook uit de Blue Band-fabriek in Rotterdam, waarmee het als bedrijf aan de 124-jarige geschiedenis van het bedrijf in Delft. *De volk pagina 10*
Foto: Peter van der Vliet



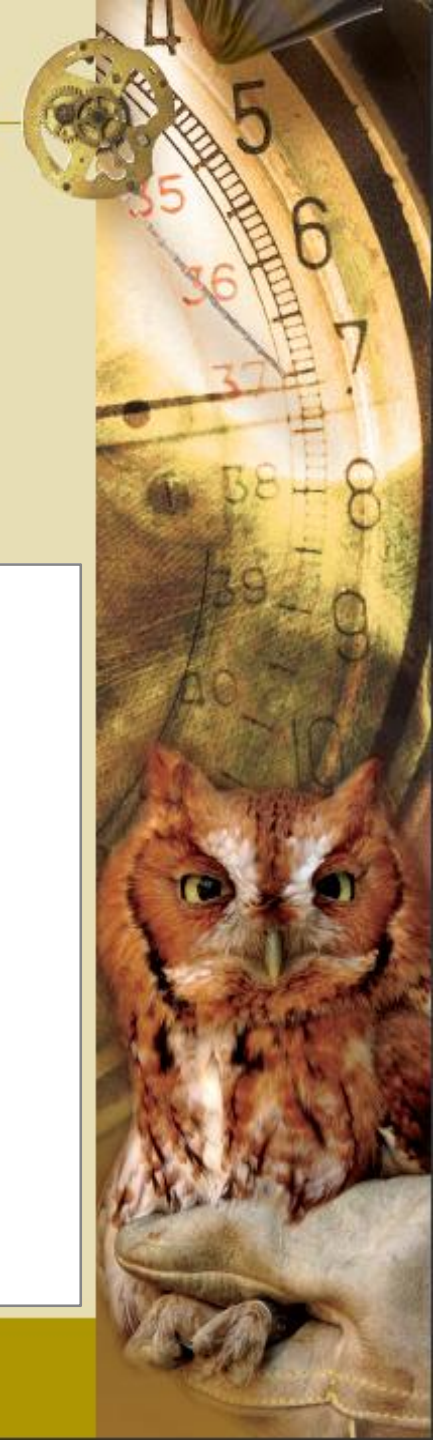
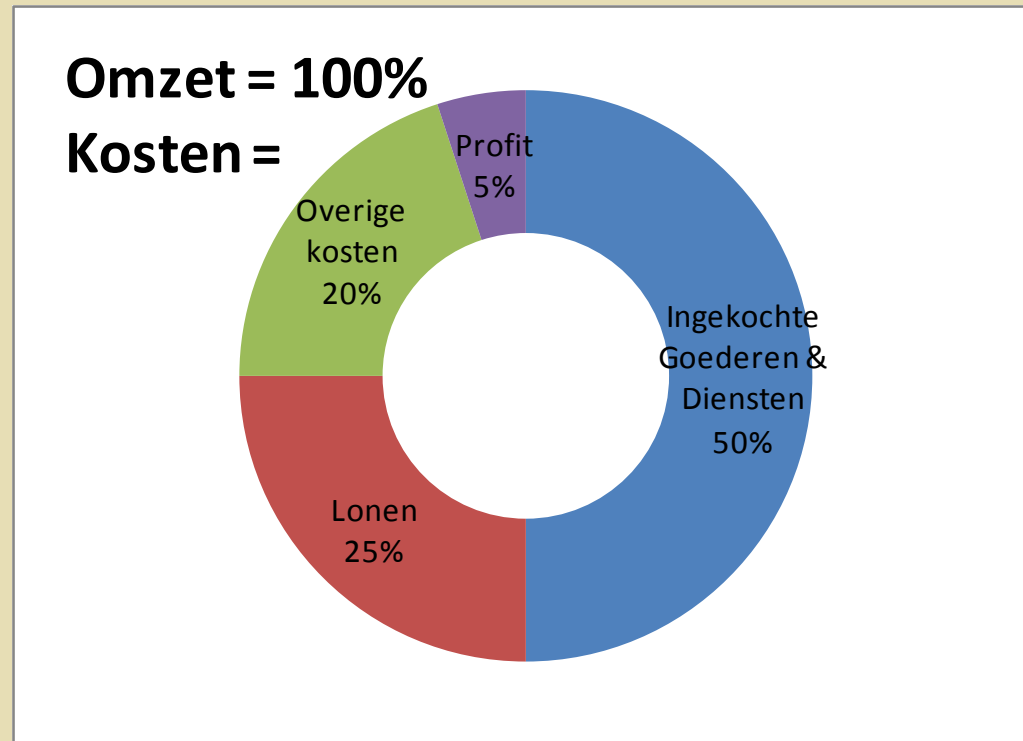
'Fit 2 Fight' 2005



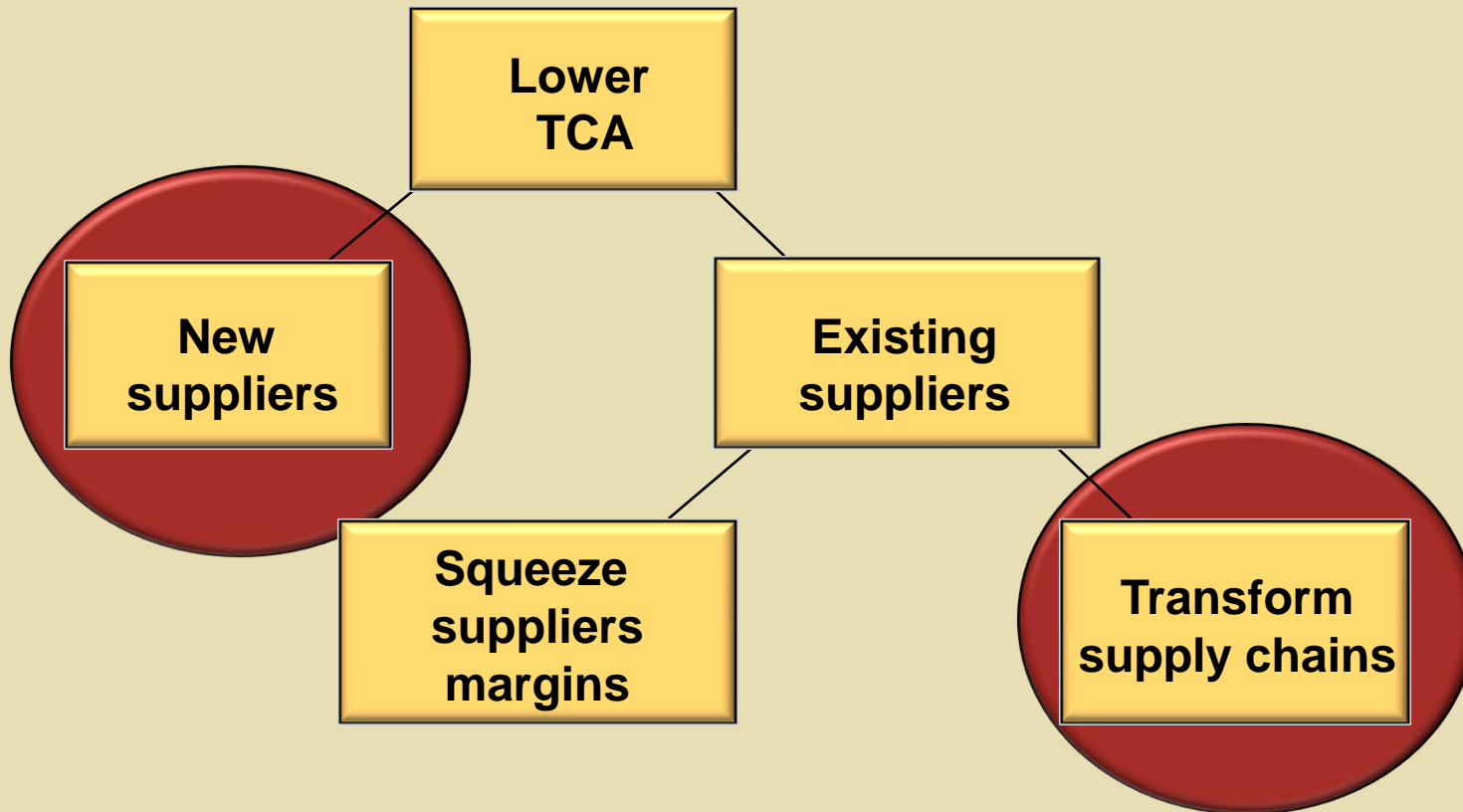
What can contribute Purchasing?

De Multiplier

1% savings on purchasing 10% increase in net profit



What should purchase do?

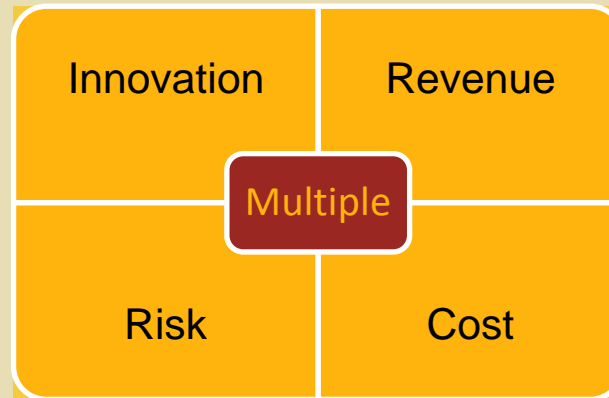


And where should we start?

Benchmark

Determine your strategy

GO!



Columbus

1. Know your starting position (benchmark)
2. Set up orientation (supply strategy = business strategy)
3. Provide dedicated and loyal crew
4. No pain, no gain
5. Preparation = 90% of success



***“Vision without action is a daydream.
Action without vision – is a nightmare” (Japanese proverb)***

