

Abstract

“Value management in fresh goods”

Area

Logistics, availability optimisation

Keywords

Logistics, product availability, write-offs, value management, stock management, inventory management, availability optimisation, product range management

Study/project

Project

Starting point/project assignment/objective

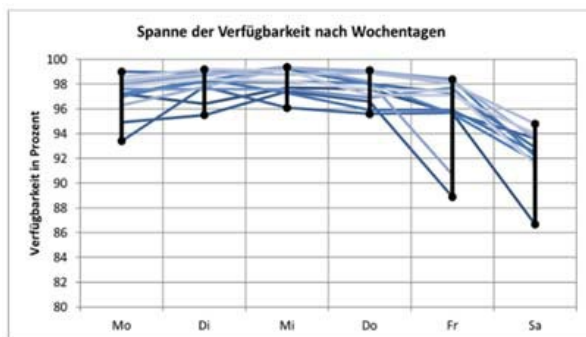
Retailers selling fresh food face major challenges. These include finding a balance between satisfying the customer with respect to product availability and quality and commercial concerns regarding minimising their value loss in the form of write-offs, etc. Retailers that are too concerned about reducing value loss run the risk of having gaps in product availability and customer migration associated with this. The quality of forecasting of future needs and product availability, especially on days with strong sales, is crucial to satisfying both parties.

This leads to the question of the approach with respect to determining future need and associated stock planning and the resulting potential for improvement.

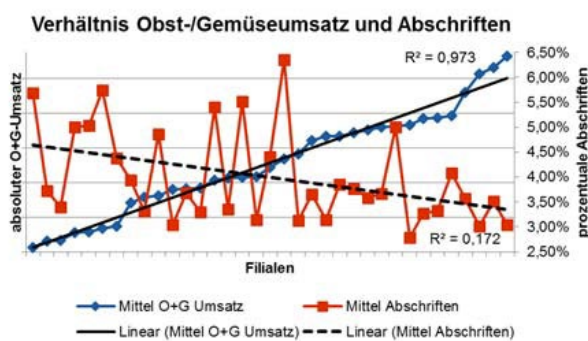
Procedure

- Analysis of the reasons, causes and consequences of product availability, out-of-stock situations and write-offs
- Process analysis with a reference company and analysis of the current situation with respect to product availability and write-offs
- Evaluation and interpretation of the findings
- Indication and quantification of areas of potential
- Derivation of recommended actions

Results/findings



Greater product availability of fresh goods, particularly on days with strong sales



Reduced write-offs with increasing sales/availability

- A large part of the value of write-offs is focused on a few products.
- “Unproblematic” products have fewer write-offs with low availability at the same time.
- Recommended actions (a selection): improve forecasts, employee training with the goal of targeted improvement of product availability, especially in the run-up to days with strong sales

Contact:

Prof. Dr. Stefan Rock
+49 (0)841 9348 7370

stefan.rock@thi.de