Impact of the retailer sector on the value chain

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Retailer point of view

METRO is not a retailer!

Wholesaler point of view
Customer approach

CUSTOMER

COMPANY

COMPANY

CUSTOMER
Value chain – value for customers
Stop talking about customers! Start talking with customers!
WHAT THE CUSTOMER WANTS

- Fresh and tasty products
- Homogeneous quality
- Reasonable price
- Permanent availability
- Professional approach

What we have to manage

- Exceed customer expectations
- In-store logistics
- HACCP
- Product knowledge transfer
- Efficient processes to hold the prices low

What producers have to do

- Exceed customer expectations
- Optimal product handle
- Ensure cool chain
- Produce to market
- Efficient processes to hold prices low
Exceed customer expectations

Do not offer to the customer what you would not offer to your child

Instore logistics

Freshness charter, first in, first out, regular availability checks

HACCP

Continuous audits, permanent trainings

Product knowledge transfer

One to one approach with customers

Efficient processes to hold prices low

Eliminate all activities which create no added value for our customers
Quality Assurance

Supplier

Store

MC&C Quality System (HACCP)

Customer

Crisis Management
Value chain – value for customers
Thank you for your attention!

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