

Abstract

“Value chain smoothing – analysis of ordering behaviour at the POS”

Area

Logistics, store logistics

Keywords

Store logistics, internal logistics, in-house logistics, process management, value management, value chain, ordering behaviour, stock planning, staff efficiency, resource optimisation

Study/project

Project, part of the “Retail Management Projects” module

Starting point/project assignment/objective

Weekly sales trends are by no means steady, but are instead characterised by spikes in sales. These fluctuations not only lead to a sometimes significant level of additional work at the POS (e.g. with regard to stock planning and accepting and storing goods), but are also reflected in the logistics (e.g. in incoming goods, order picking, transport, etc.). The question is whether these fluctuations could be smoothed out by deliberately and appropriately changing when activities are performed, especially for goods that are not affected by a short BBD, thereby avoiding extremely stressful peaks.

The following assignment and objective were derived from this:

- Analysis of the ordering behaviour in stores
- Identification of relevant products
- Derivation of recommended actions
- Smoothing of the value chain
- Leverage of the associated time and cost savings

Procedure

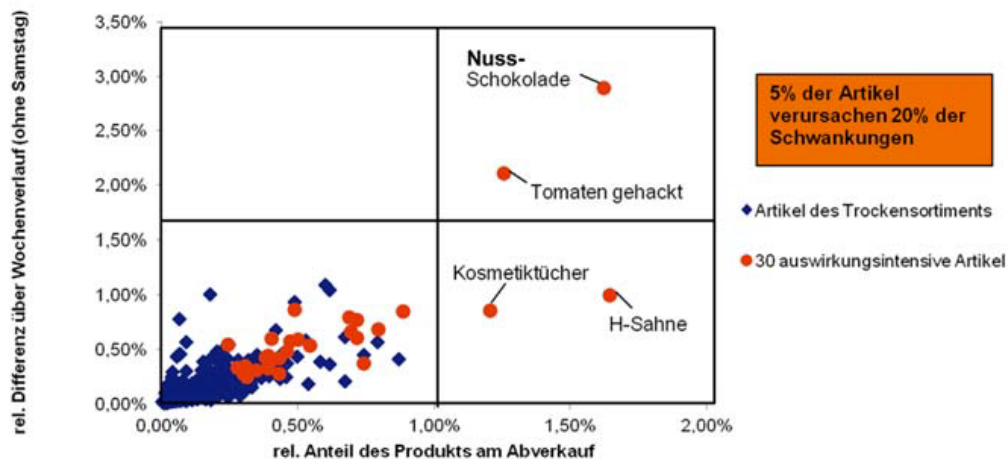
- Analysis of the activities, times and capacities within the in-house value chain
- Evaluation of the findings by surveying store employees
- Data evaluation and derivation of specific recommendations

Results/findings

Findings from the survey

- More efficient layout of the POS store
- Ordering aids for Sales
- Improved communication between Logistics and Sales
- Enter pallet target in mobile data entry device
- Optimise sales presence on days when sales are low

Findings from the data analysis



Recommended actions (a selection):

- Employee training on ordering behaviour (product, time, quantity)
- Plan for more full pallets
- Ordering suggestions in the mobile data entry device
- Improve communication between Sales and Logistics

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