

DEFINITION OF A LOGISTIC STRATEGY FOR A FMCG

Our client is a **market-leading FMCG** based in Switzerland.

The multinational company, which has an international presence through its 50 markets, is developing an omnichannel strategy and offers three different types of products.

CONTEXT

It was **during a period of strong growth** and without having questioned the company's Supply Chain strategy for several years that the Supply Chain Director contacted us.

The FMCG wishes to design the optimal logistics network for the supply and the distribution of its "trade" flows, with the aim of:

- Expanding flexibility to support business development
- Reducing logistics costs
- Reducing Time to Market (TTM)
- Minimizing environmental impact

OUR ROLE

The approach chosen to meet the client's needs consists of 4 steps :

1. Diagnosis of the current situation: flow mapping and cost modeling
2. Creation of 3 alternative scenarios to the current situation
3. Scenario modeling and evaluation in regard to the objectives
4. Recommendation of a scenario, estimation of the necessary investments and building of the implementation plan

RESULTS

Relocating the distribution center closer to demand and increasing direct flows from suppliers to markets:

- Decrease in transport costs by 33%.
- Reduction of supply lead times by 10 to 20% depending on flows
- Minimization of the environmental impact (CO₂) by 15%.