



## XXX Supply Chain

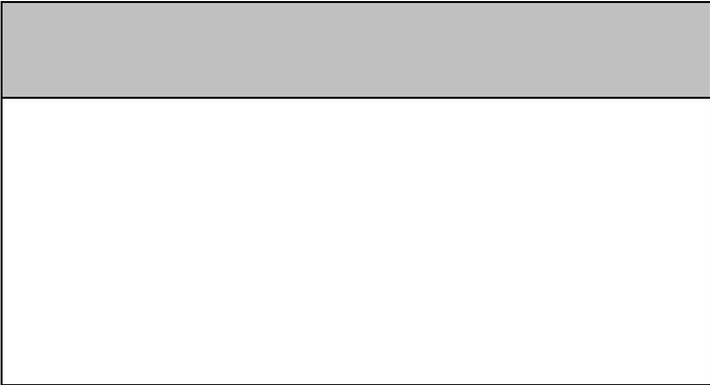
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Hipro@HiproConsulting.com

553-8670~1

561-8671



30~50

Best Practice

- SCM
- XXX Supply Chain  
( SCM Best Practice XXX )
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**XXX Supply Chain**

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**I. *SCM (Supply Chain Management)***

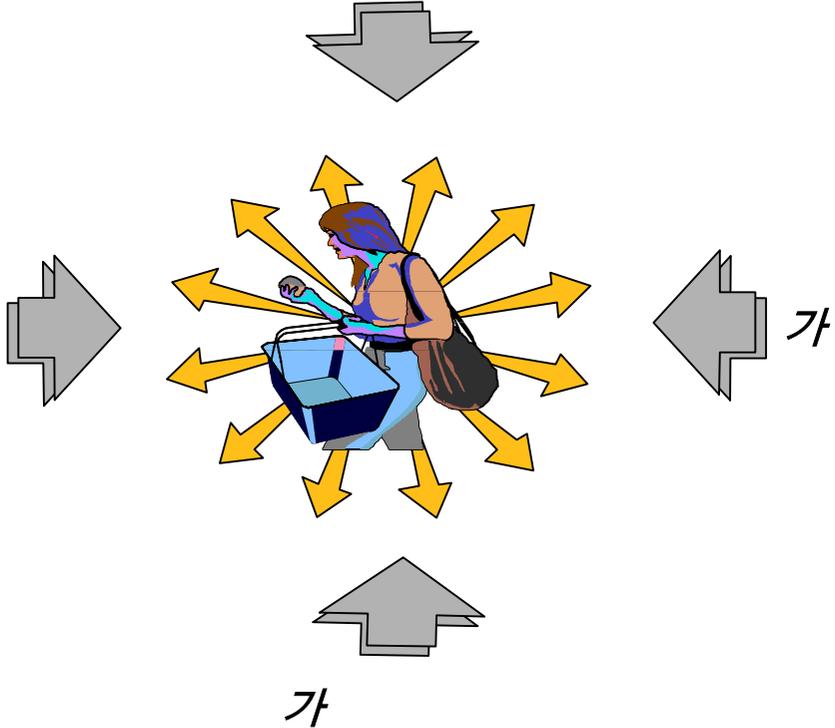
**II. XXX Supply Chain  
(SCM Best Practice XXX )**

**III.**

# I. SCM (Supply Chain Management)

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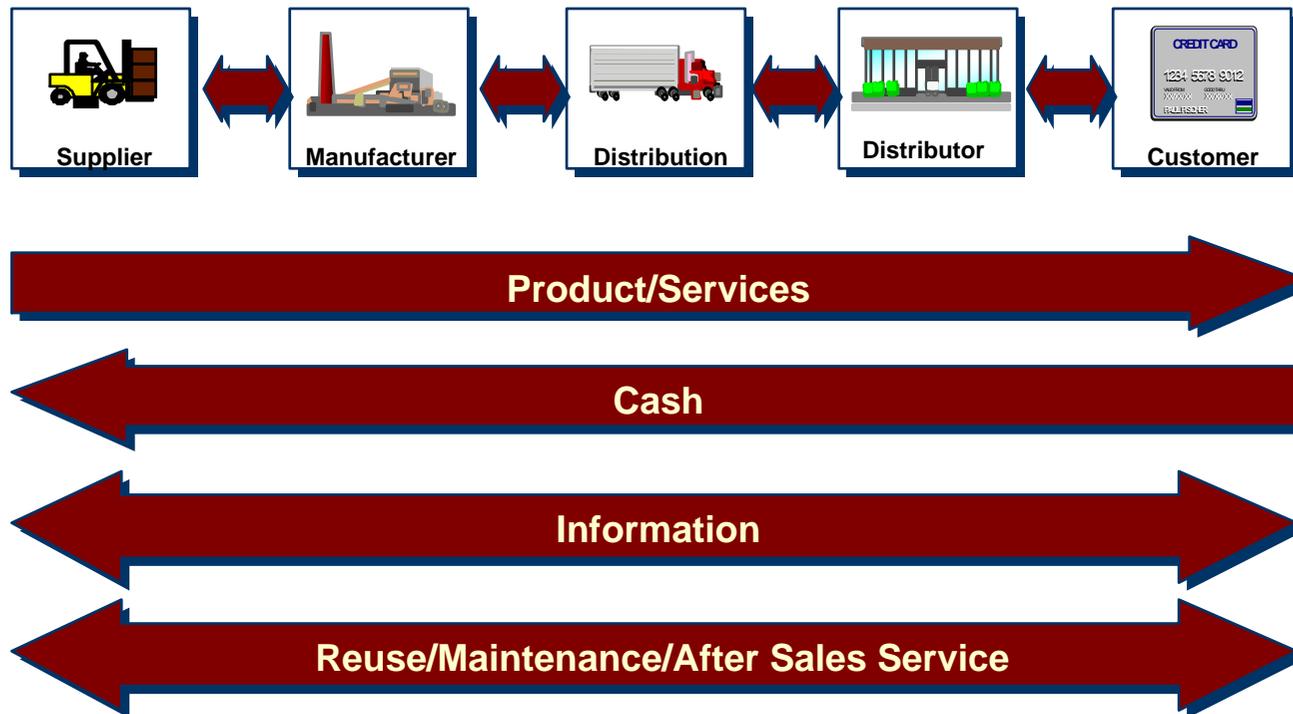


# I. SCM (Supply Chain Management)

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Supply Chain  
SCM

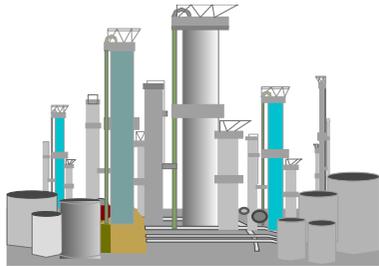
## SCM



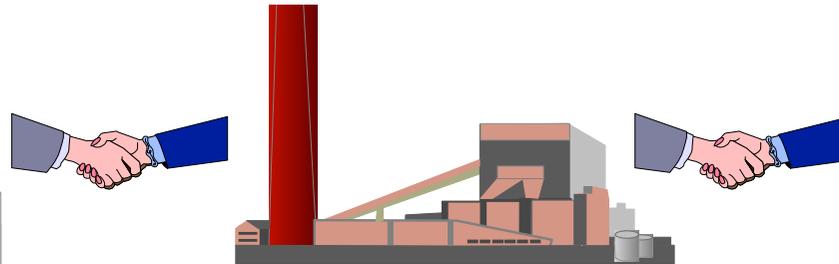
# I. SCM (Supply Chain Management)

SCM      Supply Chain

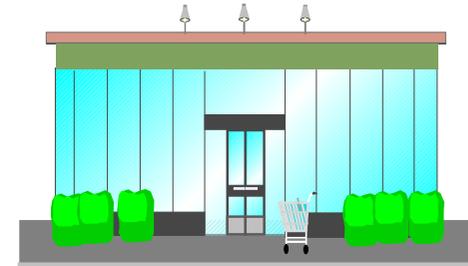
**Suppliers**



**Manufacturers**



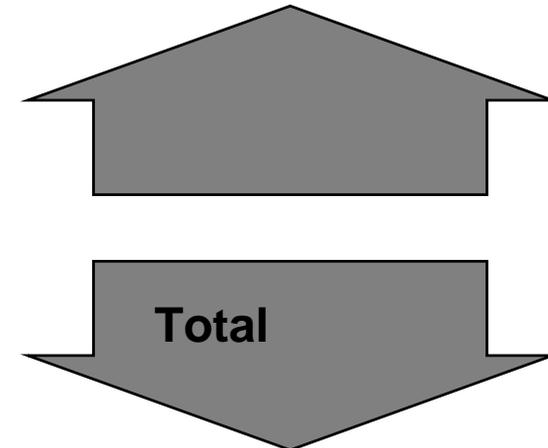
**Retailers**



**Working Together**

**Integrated Operations**

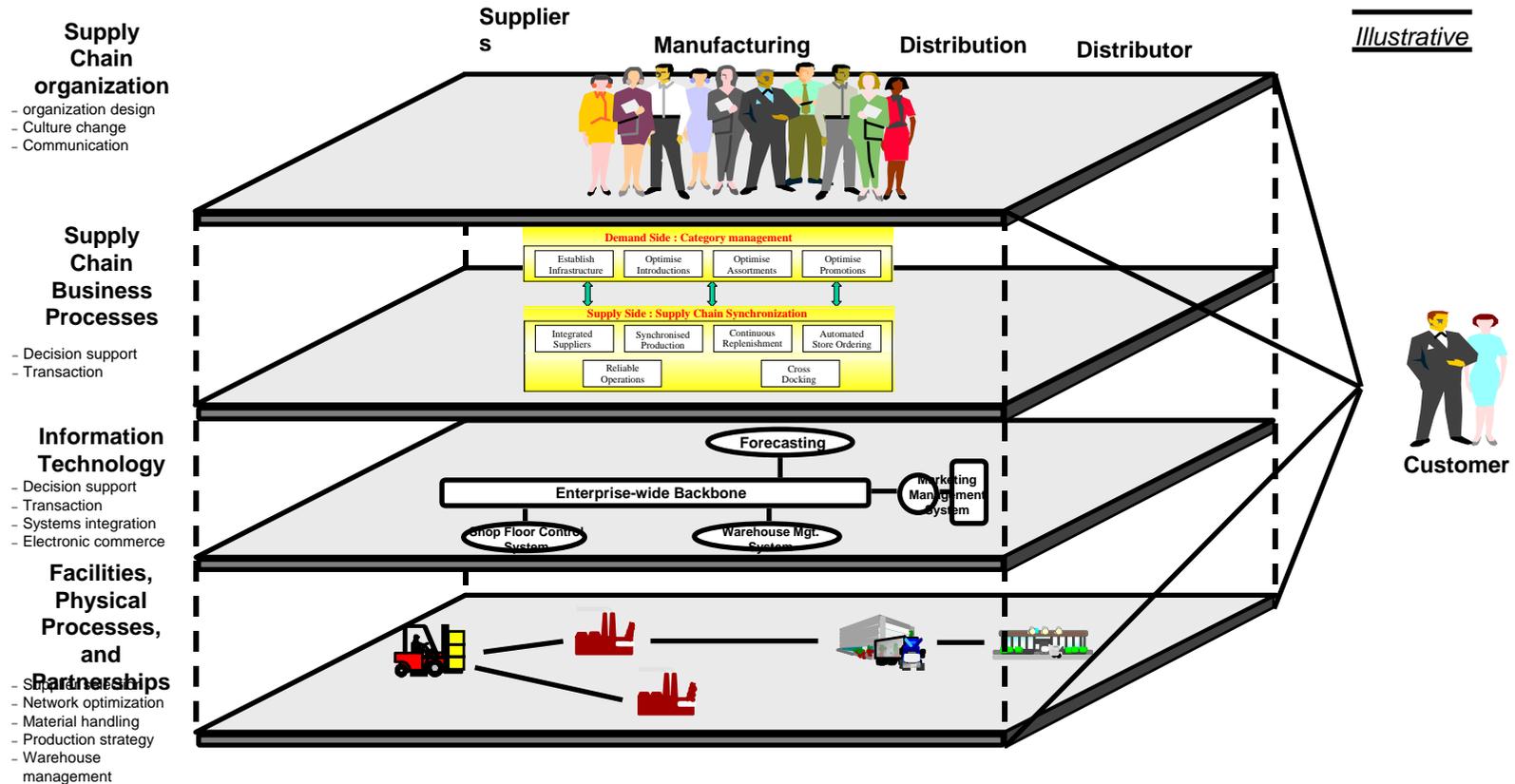
**Overcoming Barriers**



# I. SCM (Supply Chain Management)

SCM, Business Process, IT

## SCM



# I. SCM (Supply Chain Management)

Business Process

Demand Side

Supply Side

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## Supply Chain Management

### Demand Side : Category management

Establish  
Infrastructure

Optimise  
Introductions

Optimise  
Assortments

Optimise  
Promotions



### Supply Side : Supply Chain Synchronization

Integrated  
Suppliers

Synchronised  
Production

Continuous  
Replenishment

Automated  
Store Ordering

Reliable  
Operations

Cross  
Docking



Supply Chain

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Supply Chain

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**I. SCM (Supply Chain Management)**

**II. *XXX Supply Chain***  
***(SCM Best Practice XXX )***

**III.**

## II. XXX Supply Chain

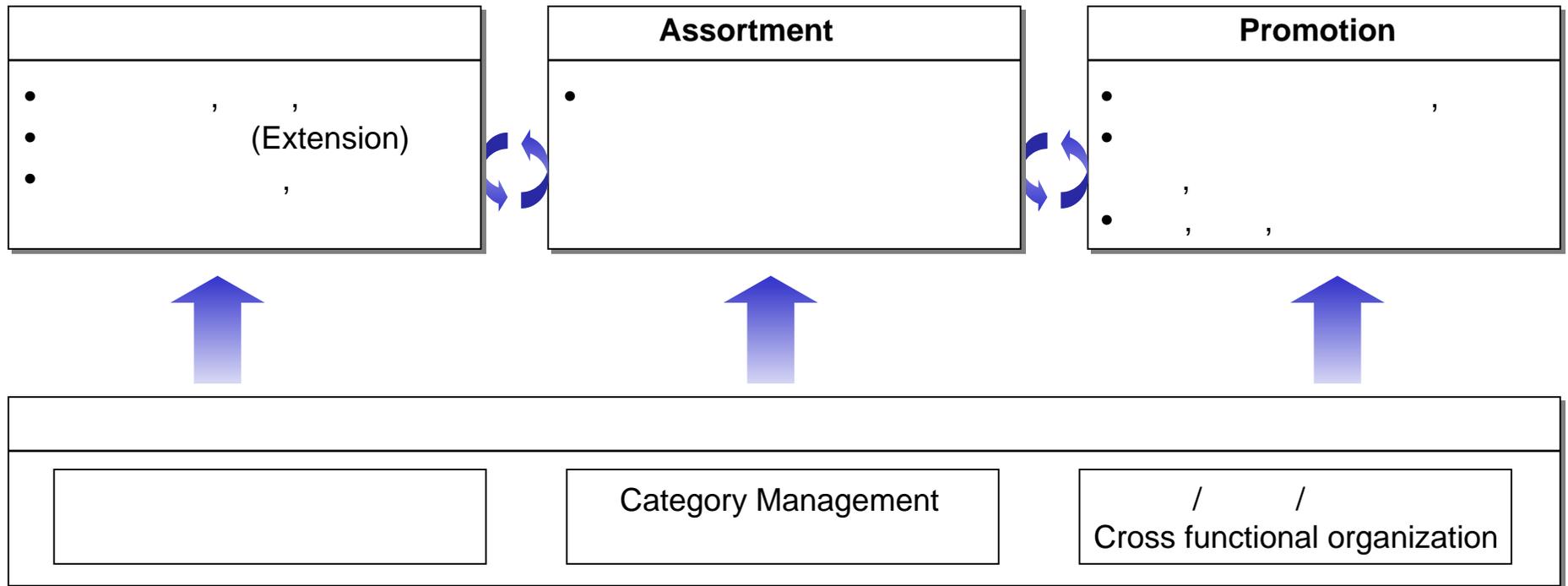
Demand Side

Category Management

Needs

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### Demand Side

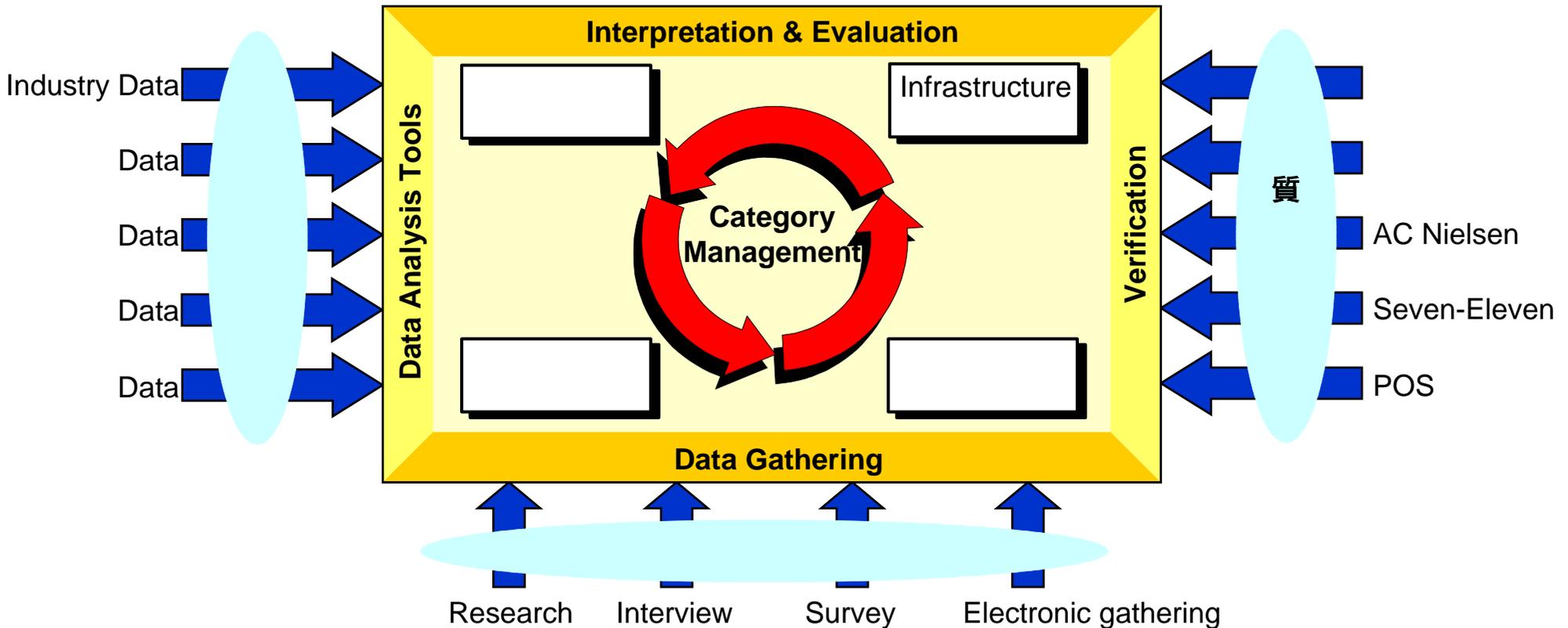


## II. XXX Supply Chain

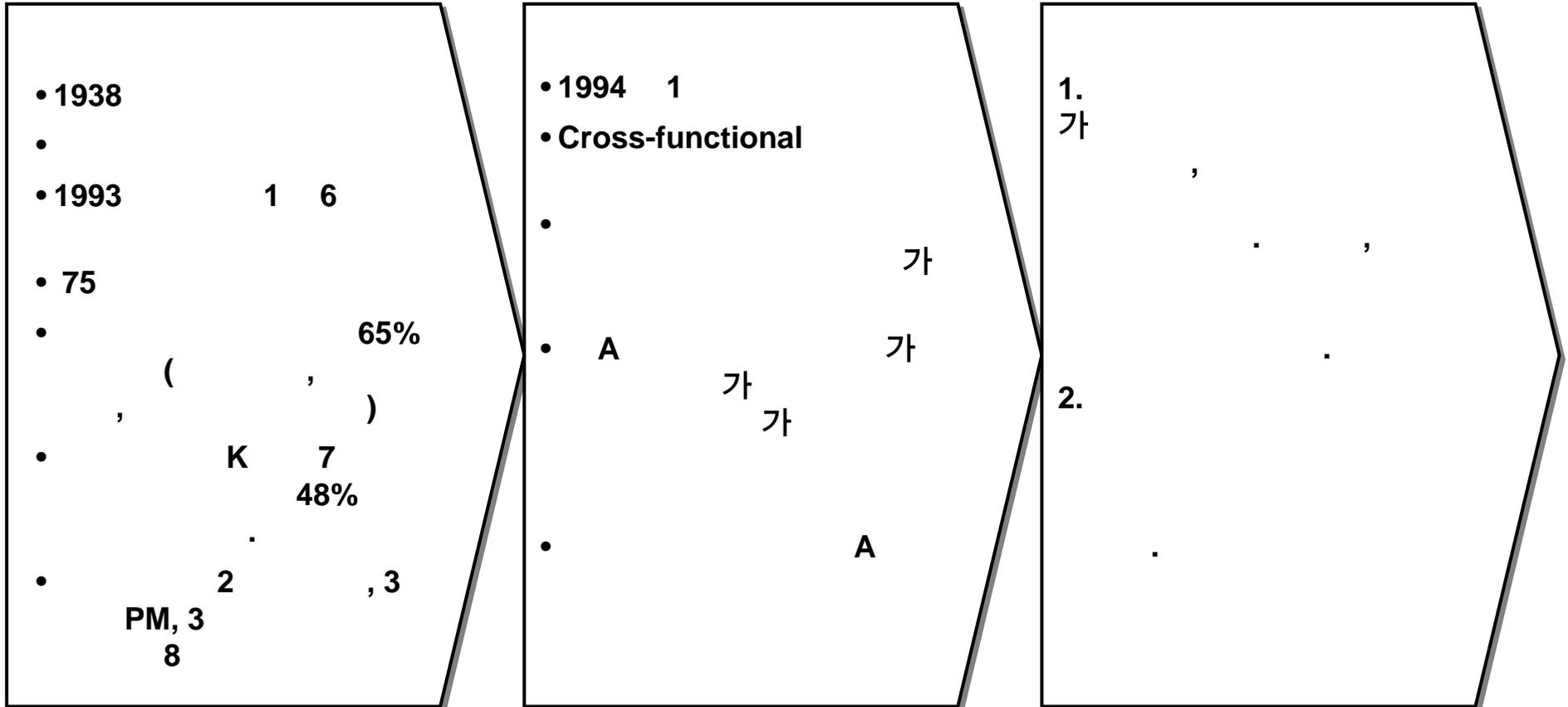
### Category Management

#### Data & Information

#### Sources

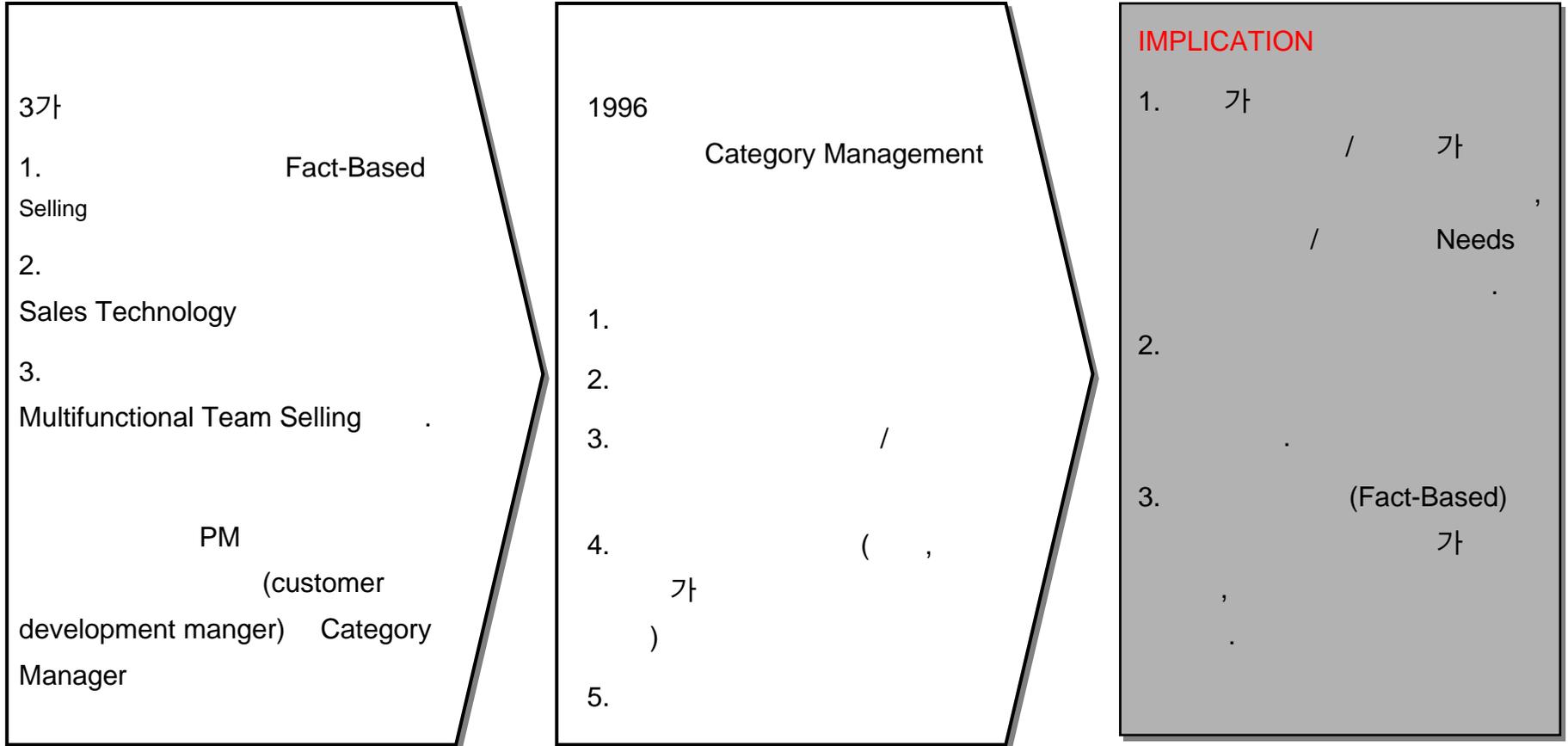


## Category Management



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## Category Management ( )



## II. XXX Supply Chain

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XXX Needs Fact Base

### XXX Needs

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POS Data	2	•	/
Nielson Data	5	•	
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	2	•	가
		•	

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## II. XXX Supply Chain

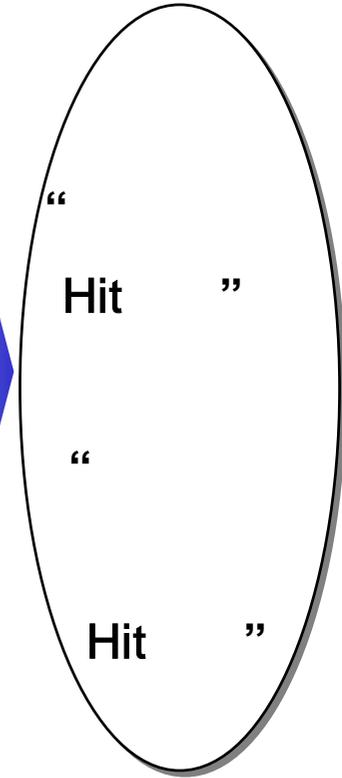
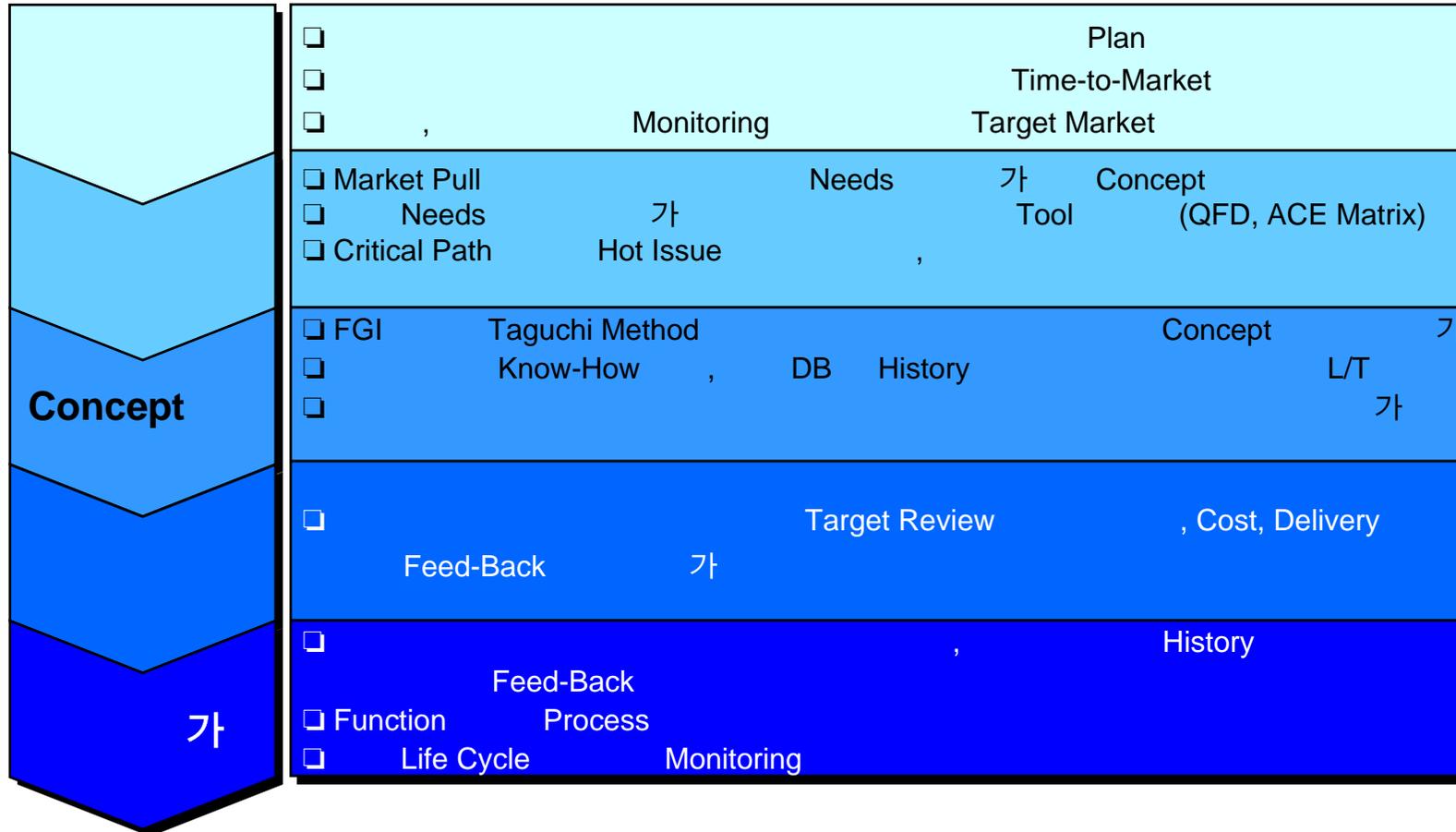
Needs ,

### QFD ( )

1	2	3				A	B	C	D		SALES POINT	LEVEL-UP	WEIGHT	WEIGHT	WEIGHT	
( Data 357 )			-	-	-	3.77	3.36	3.42	3.96	4.20	1.20	1.11	-	2.95%	6	
			-	-	-	3.77	3.36	3.42	3.96	3.77	1.00	1.00	-	1.91%	22	
			-	-	-	3.77	3.36	3.42	3.96	3.77	1.00	1.00	-	1.91%	23	
			( )	-	-	-	3.74	3.29	3.19	3.38	3.74	1.00	1.00	-	1.98%	15
			( )	-	-	-	3.74	3.29	3.19	3.38	3.30	1.00	0.88	-	1.49%	35
				-	-	-	3.74	3.29	3.19	3.38	3.30	1.00	0.88	-	1.49%	36
				-	-	-	3.74	3.29	3.19	3.38	3.30	1.00	0.88	-	1.49%	37
		가	가	0.22	0.22	0.22	3.15	3.24	2.89	3.50	4.00	1.50	1.27	0.42	4.38%	1
			가	0.07	-	0.11	3.15	3.24	2.89	3.50	3.50	1.00	1.11	0.12	2.22%	9
				-	-	0.07	3.15	3.24	2.89	3.50	3.50	1.00	1.11	0.07	2.22%	10
			-	-	0.11	3.89	2.95	2.97	3.12	4.00	1.50	1.03	0.18	3.79%	3	
			-	-	0.06	3.89	2.95	2.97	3.12	3.89	1.00	1.00	0.06	1.87%	28	
가			-	-	-	3.56	3.33	3.33	3.31	4.00	1.50	1.12	-	3.83%	2	
			-	-	-	3.56	3.33	3.33	3.31	3.56	1.00	1.00	-	1.98%	16	
			-	-	-	3.56	3.33	3.33	3.31	3.56	1.00	1.00	-	1.98%	17	
				-	-	-	3.07	2.88	2.78	3.12	3.12	1.00	1.02	-	2.20%	11
				-	-	-	3.07	2.88	2.78	3.12	3.07	1.00	1.00	-	1.87%	26
				-	-	-	3.07	2.88	2.78	3.12	3.07	1.00	1.00	-	1.87%	27
	WEIGHT	WEIGHT	0.29	0.22	0.57											
	( )		26	34	8											
	WEIGHT		29.62	19.45	68.53											
	( )		36	46	14											
	A															
	B															
	C															
	D															

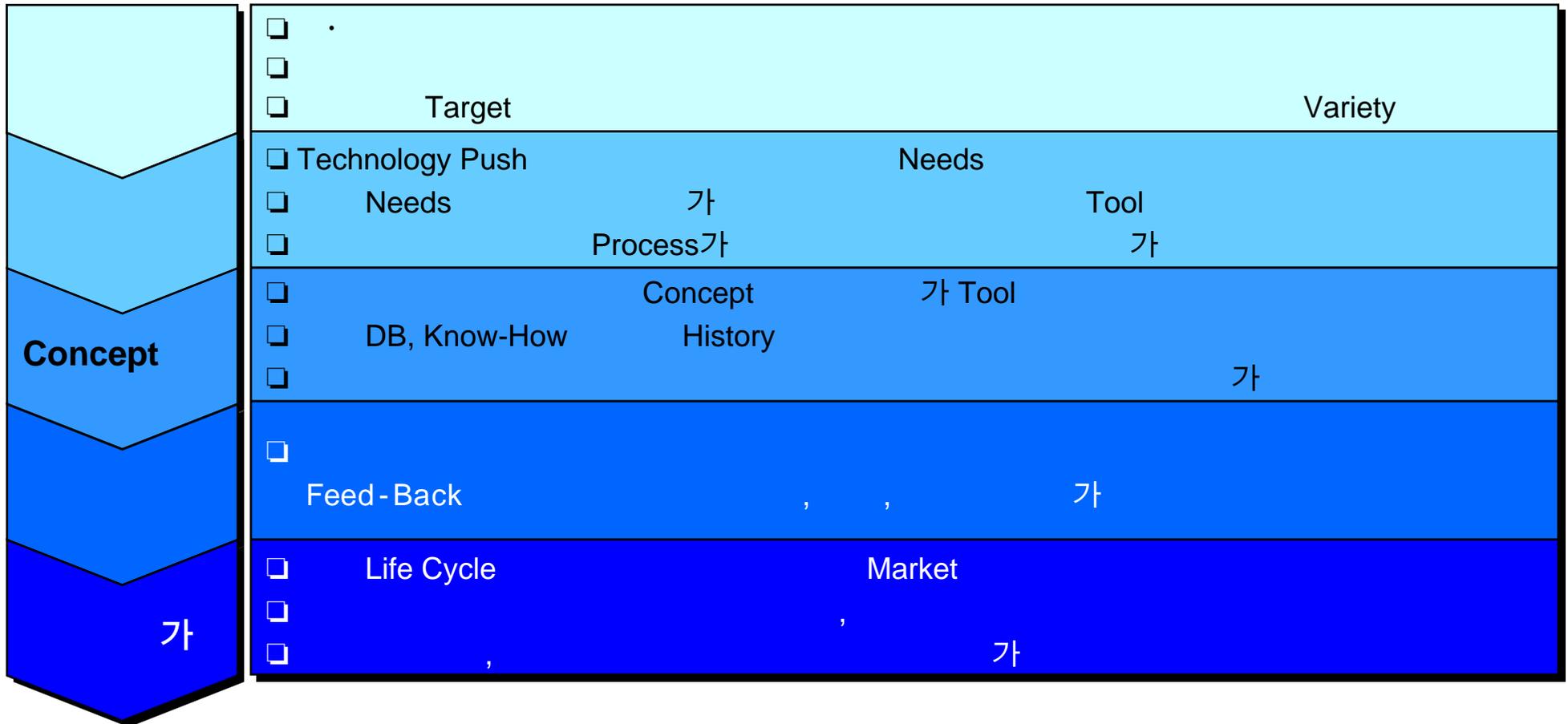
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**To-Be Process**



Process

**Process ("As-Is")**



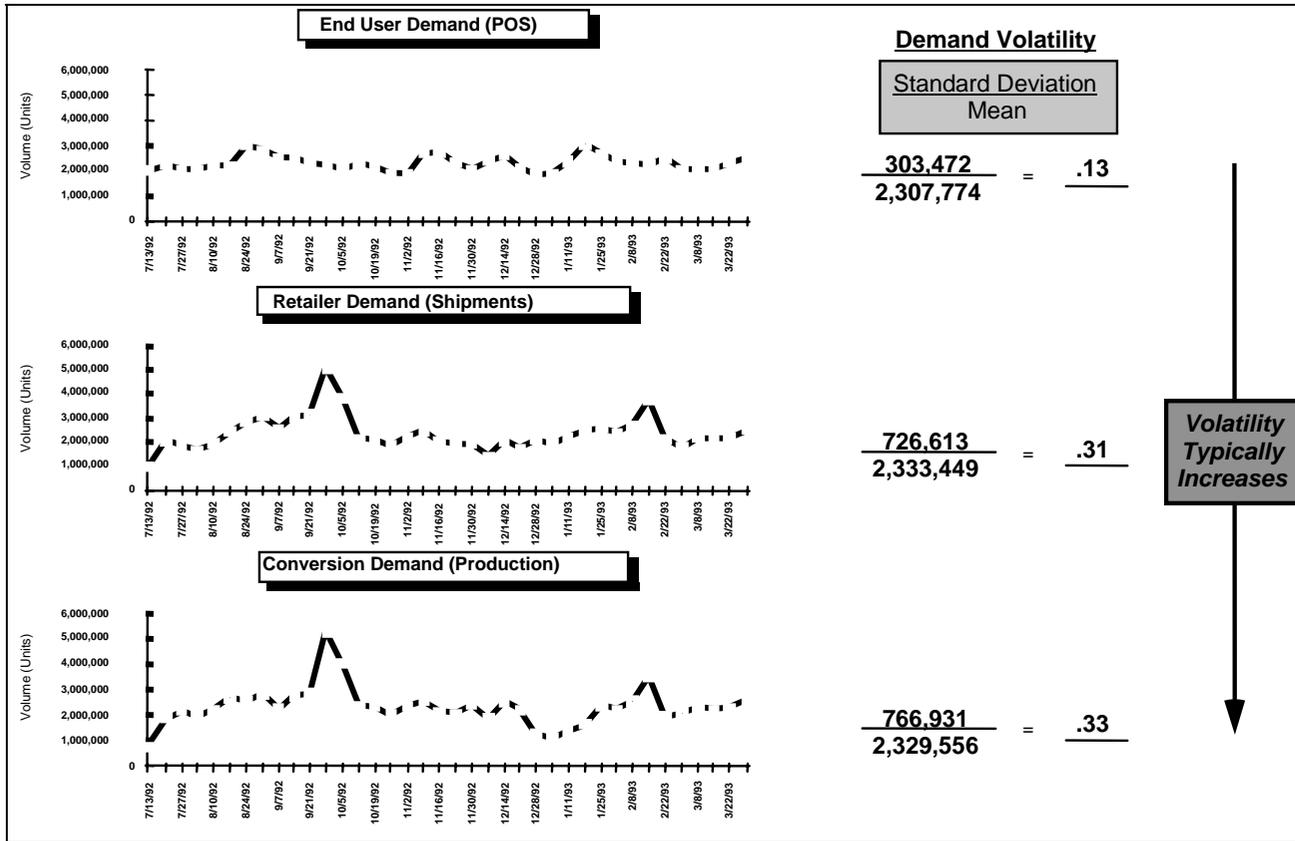
## II. XXX Supply Chain

Supply Side

Issue

(Bullwhip Effect)

Supply Chain



- 가
- 가
- 가

## II. XXX Supply Chain

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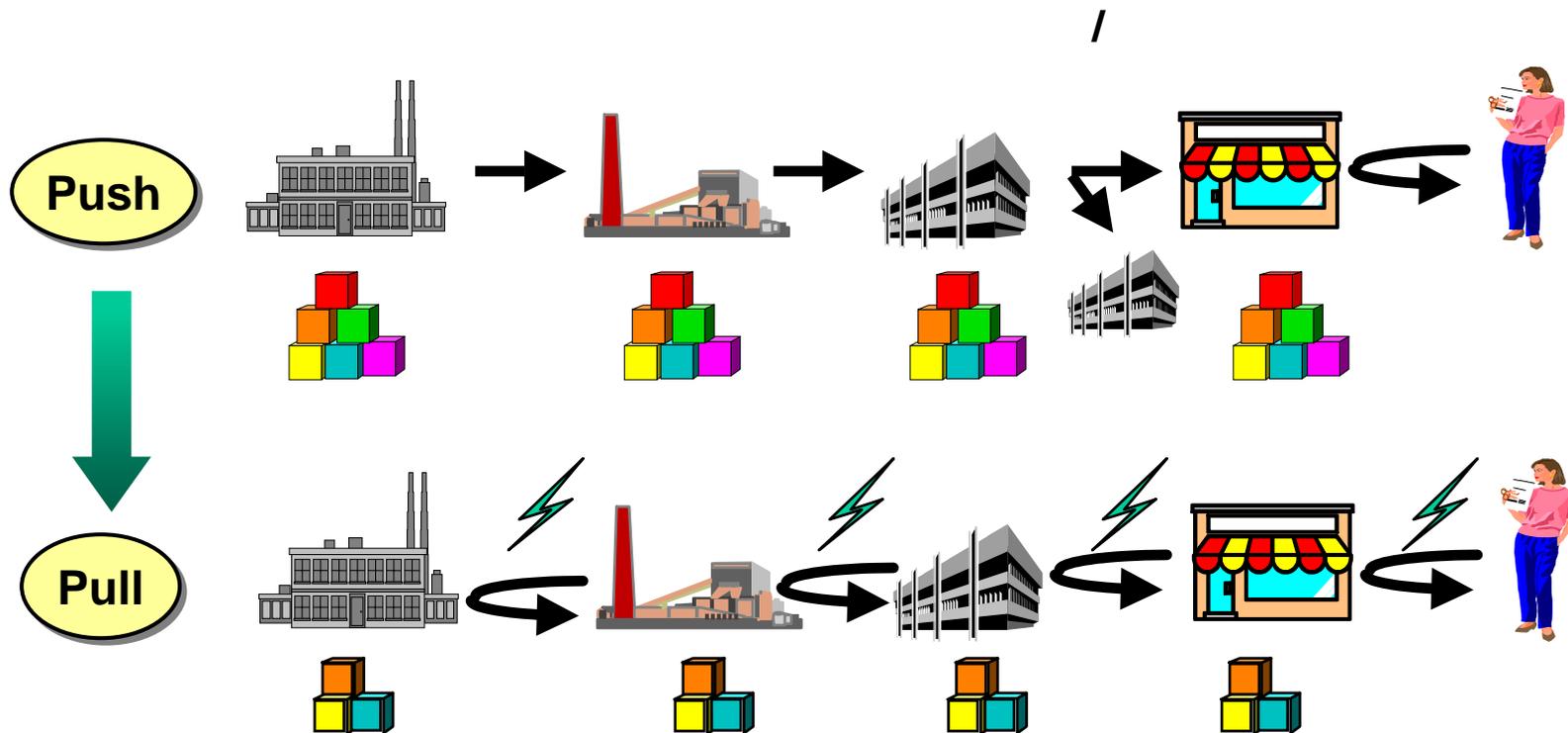
Push

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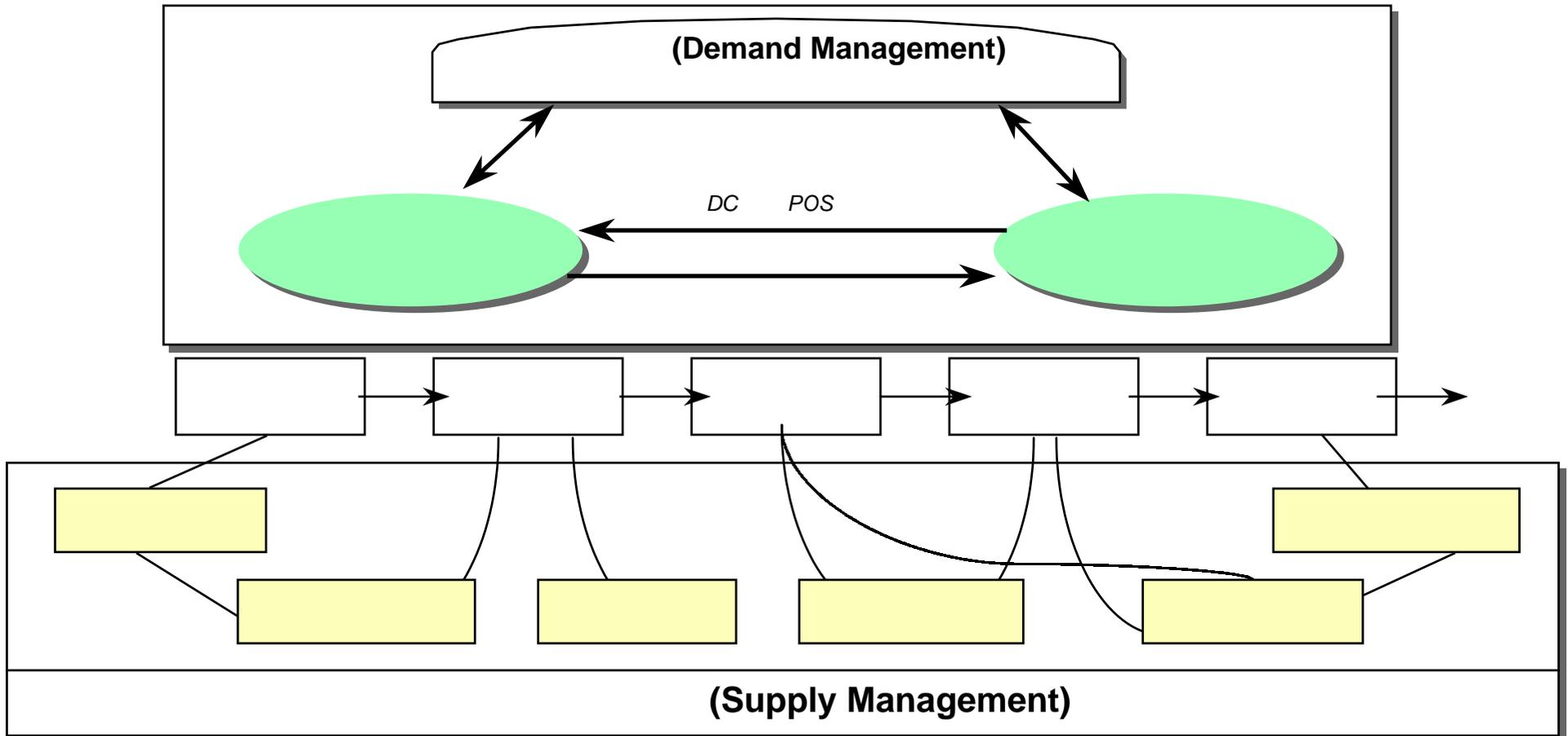
Pull

### Supply Chain



Pull

### SCM - Supply Side



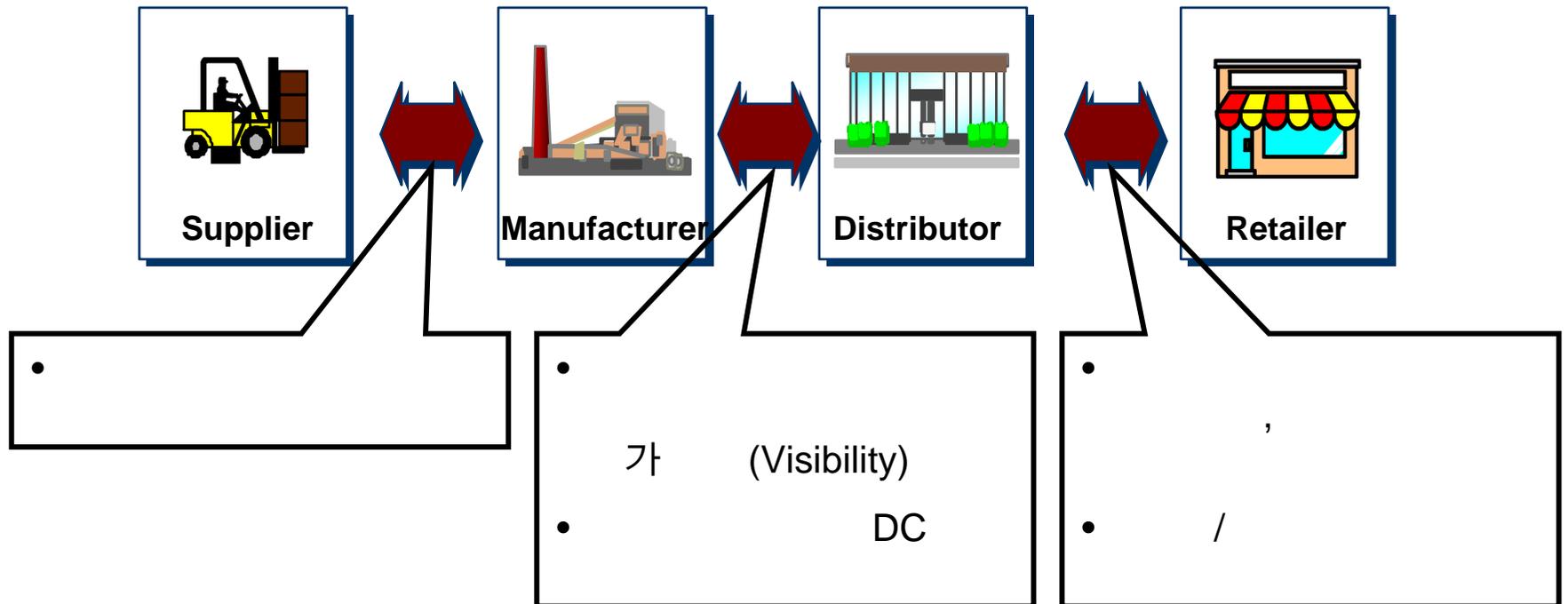
## II. XXX Supply Chain

XXX

Push

Supply Side

XXX



## II. XXX Supply Chain

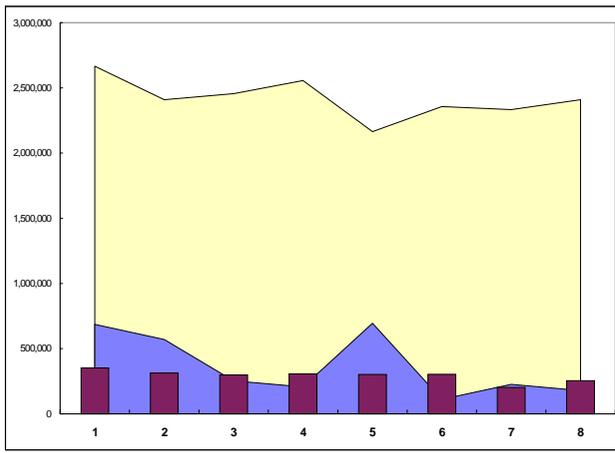
Supply Chain

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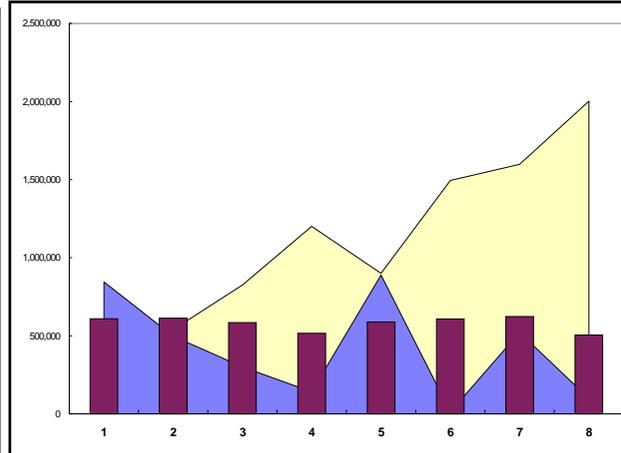
Supply Chain

### / / Graph (98.9~10)

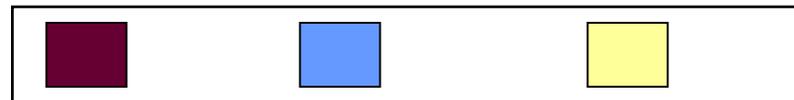
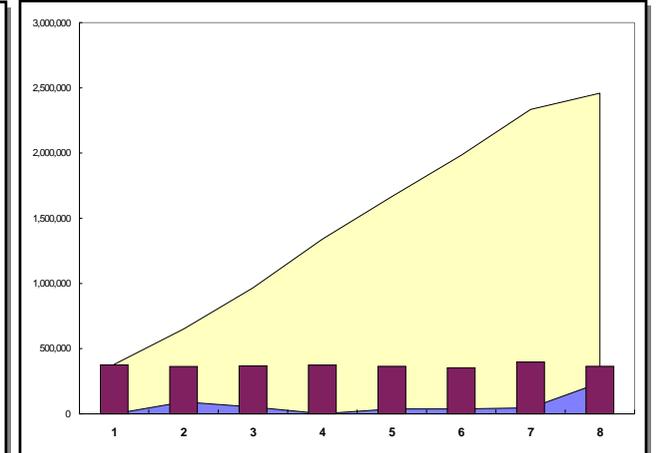
100g



250g

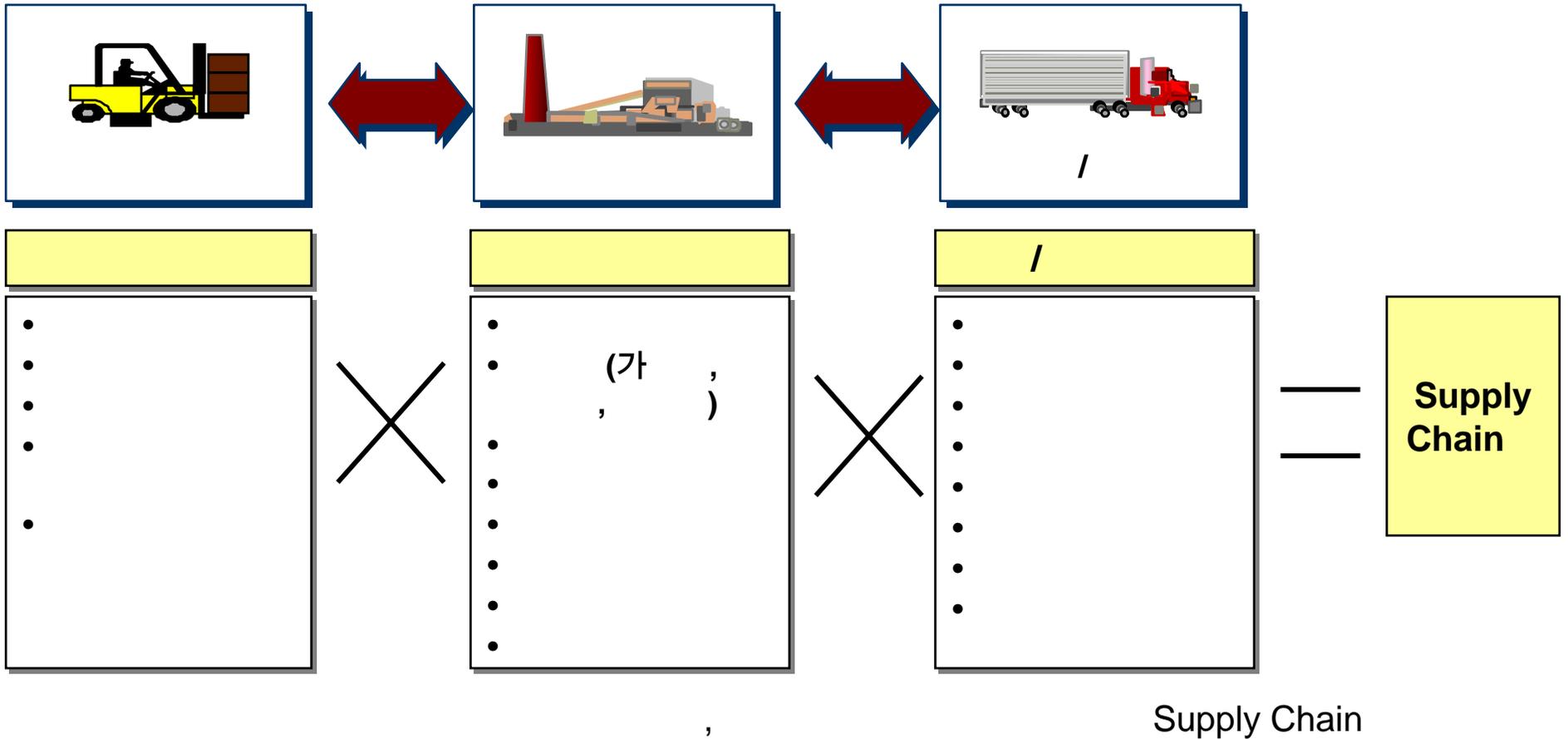


250g



Operation

# Supply Chain



## II. XXX Supply Chain

XXX

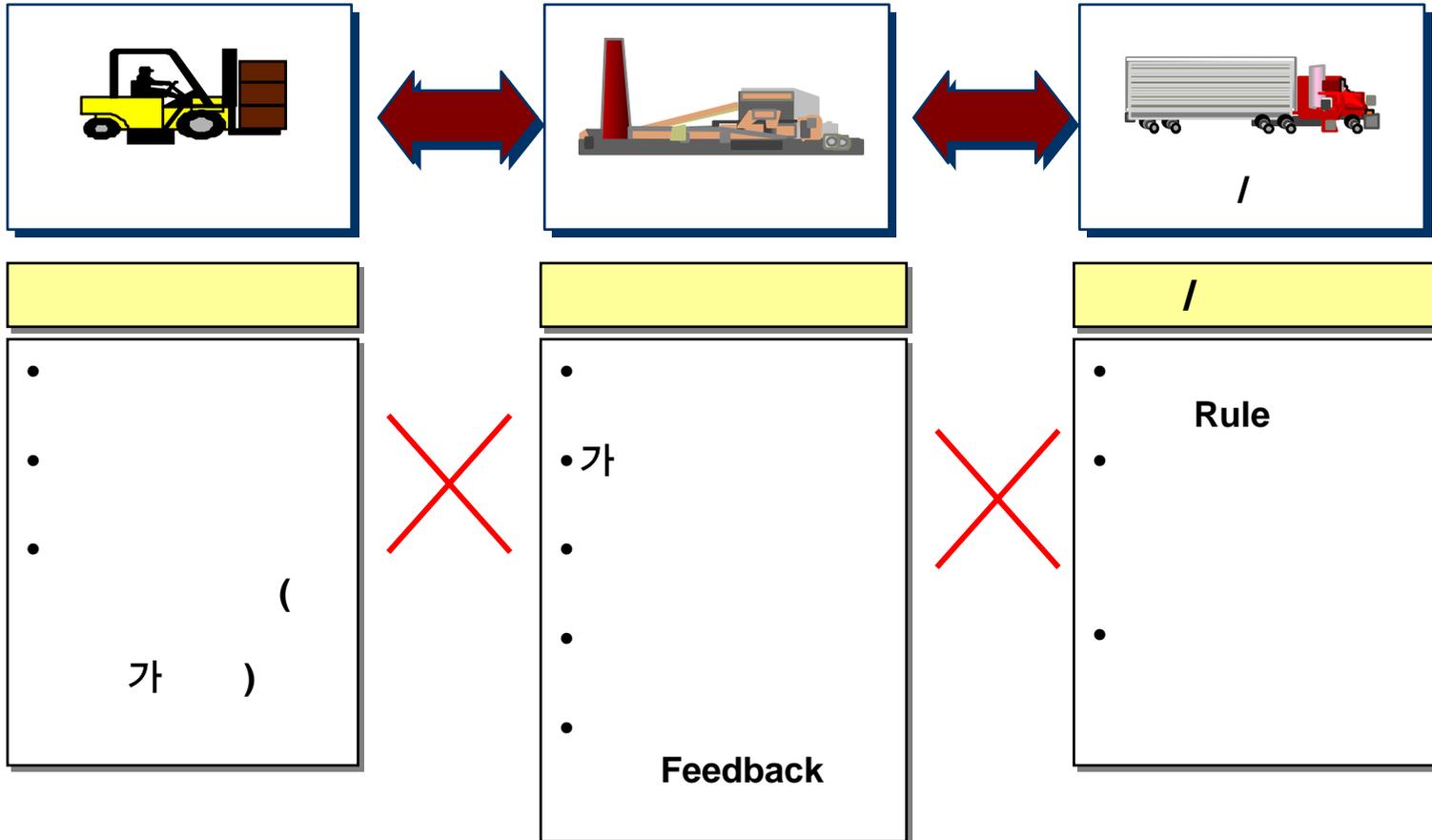
Operation

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### XXX Supply Chain

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## II. XXX Supply Chain

Supply Side

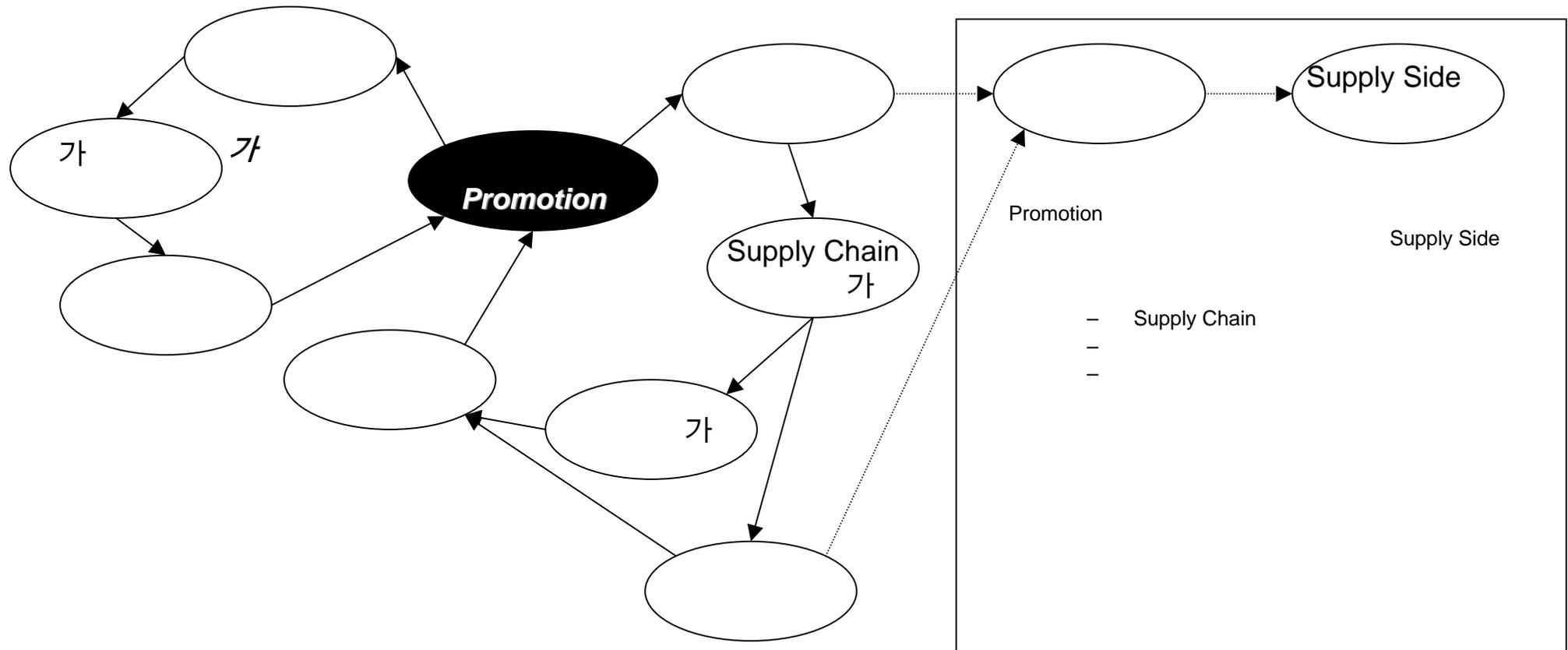
Demand Side  
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가 .

Promotion

**Promotion**

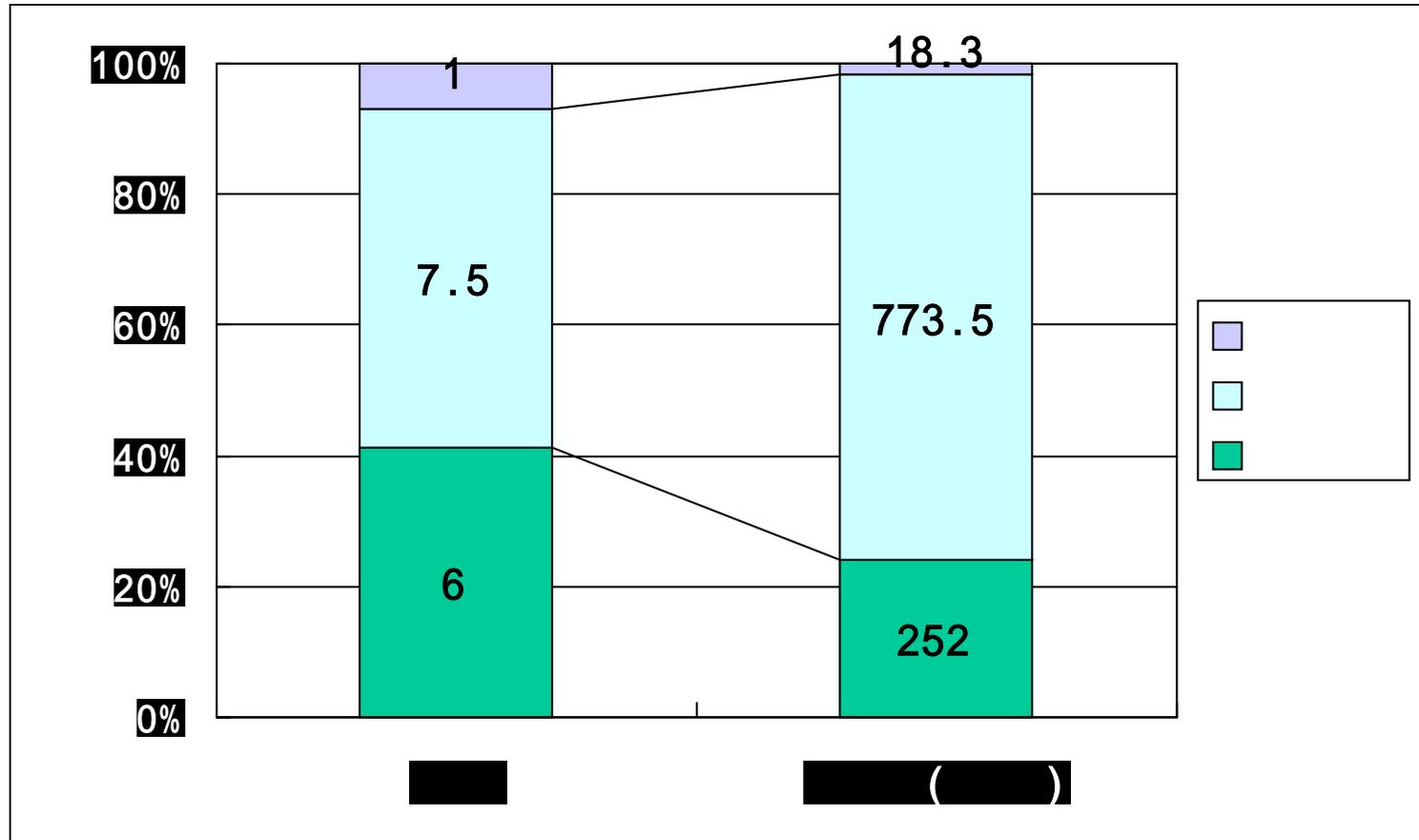
**Supply Side**



## II. XXX Supply Chain

XXX

( '98.5~11 )



• 가 가 /

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**I. SCM (Supply Chain Management)**

**II. XXX Supply Chain  
(SCM Best Practice XXX )**

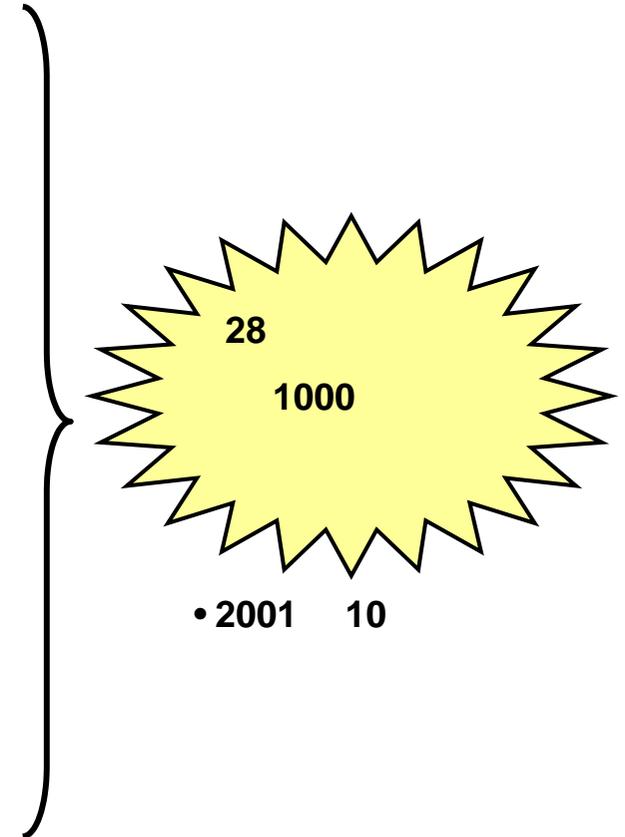
**III.**

III.

XXX

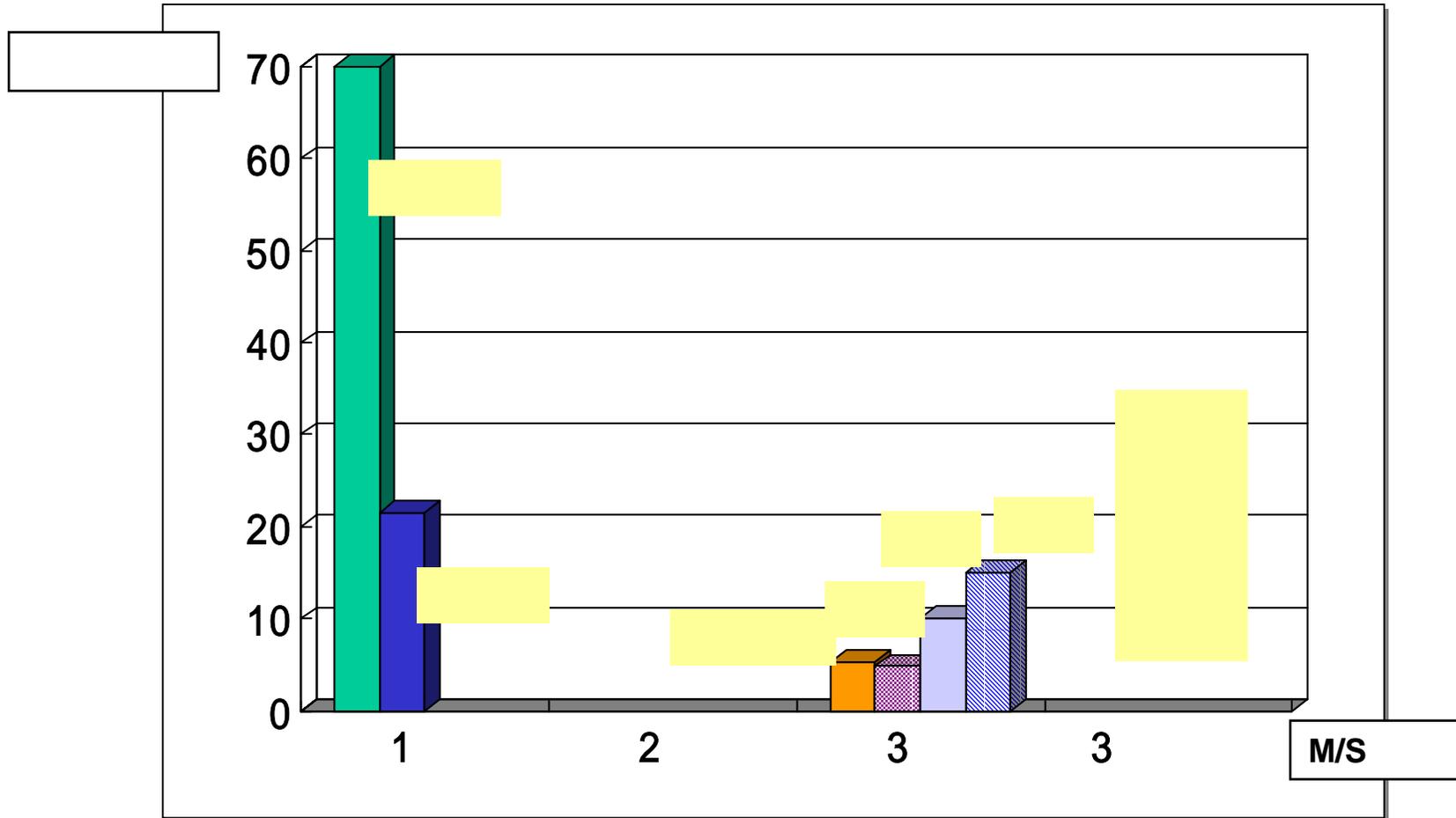
XXX

		79
		14
	/ /	35
	/	47
	/	23
	/	33
	가	16
	/	18
	/	25
		36
		9
		211
	/	209
		33
		90
		144



III.

XXX

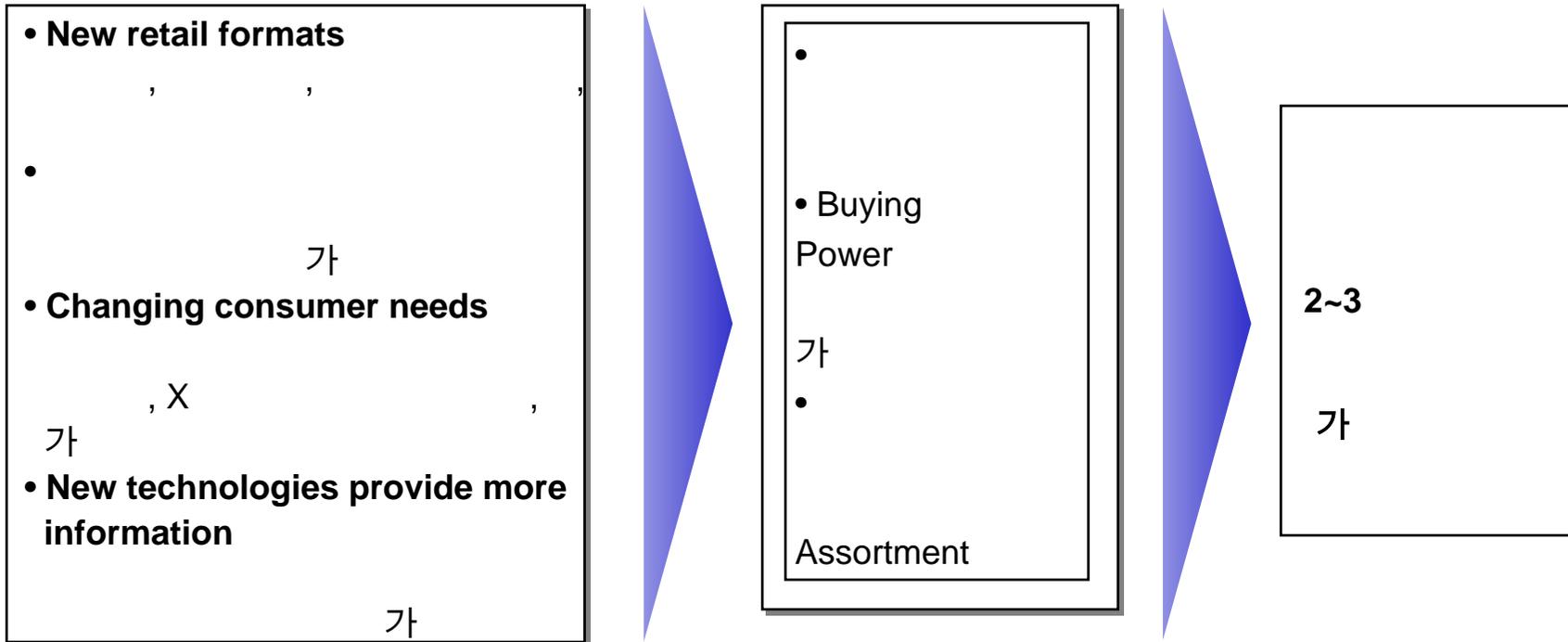




### III.

가 가 가

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III.

XXX

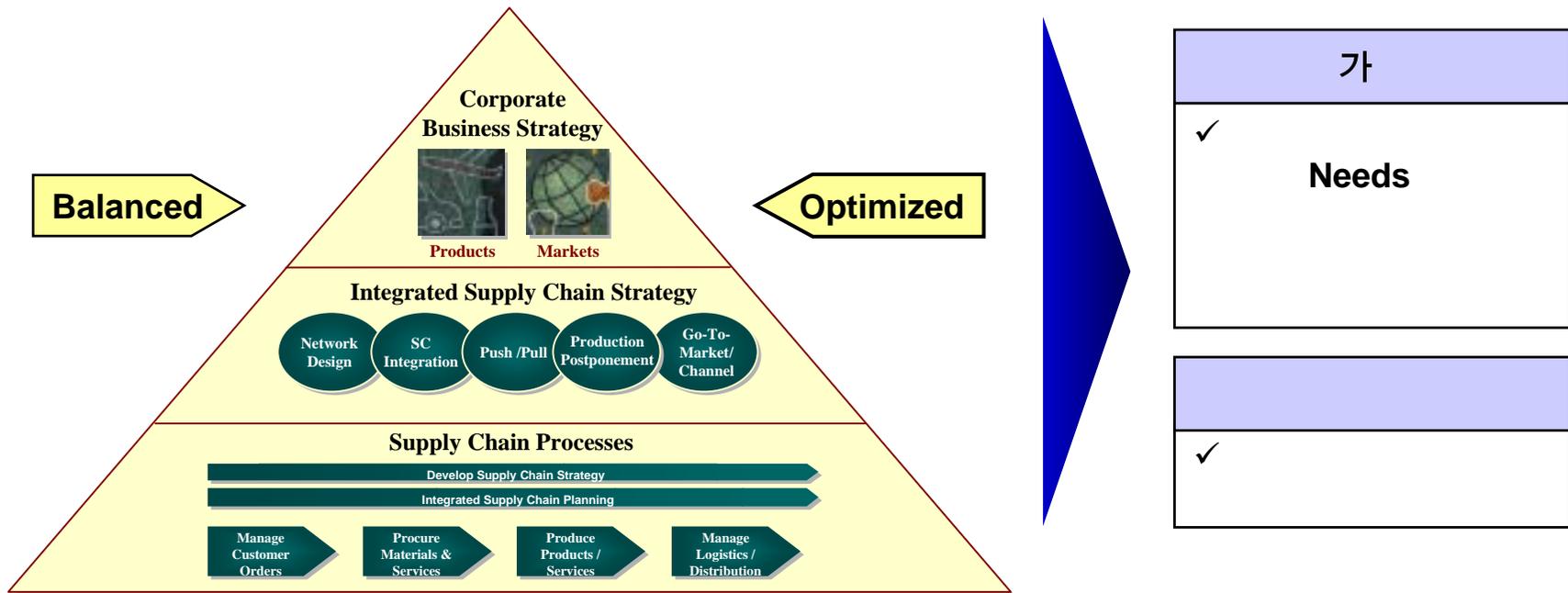
SCM

가

가

**SCM**

**Supply Chain Management**



### III.

Category Management

Needs

Supply Side

### Demand Side



- VOC / 가
- / 가
- 



- (Make-It-Simple)
- Assortment
- 



- 가
- 
- Channel Mix mix

### III.

Supply Side

Demand Communication

Operation

### Supply Side

Demand  
Communication

- 
- / /

- / ( , , )
- VMI/JIT

- /
- 
- 

/

- (DRP)
- /
- DC / / /

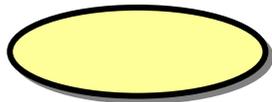
III.

Supply Chain

Supply Chain

가

Supply Chain



✓

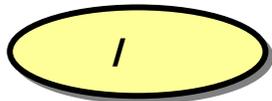
가

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✓ 가

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✓

Delivery

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Demand Communication  
& Flexibility

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✓

Needs 가

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• Demand Communication

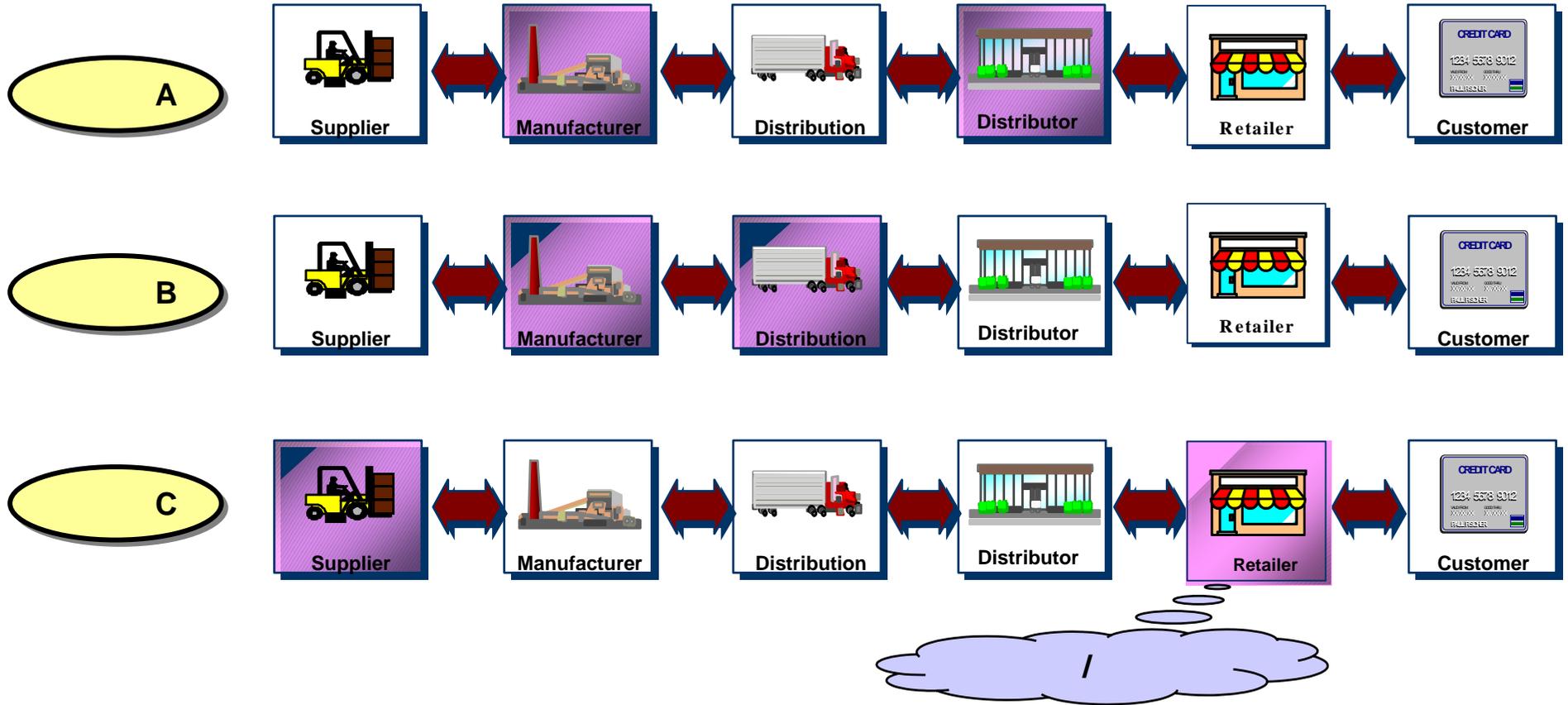
III.

(Select and Focus)

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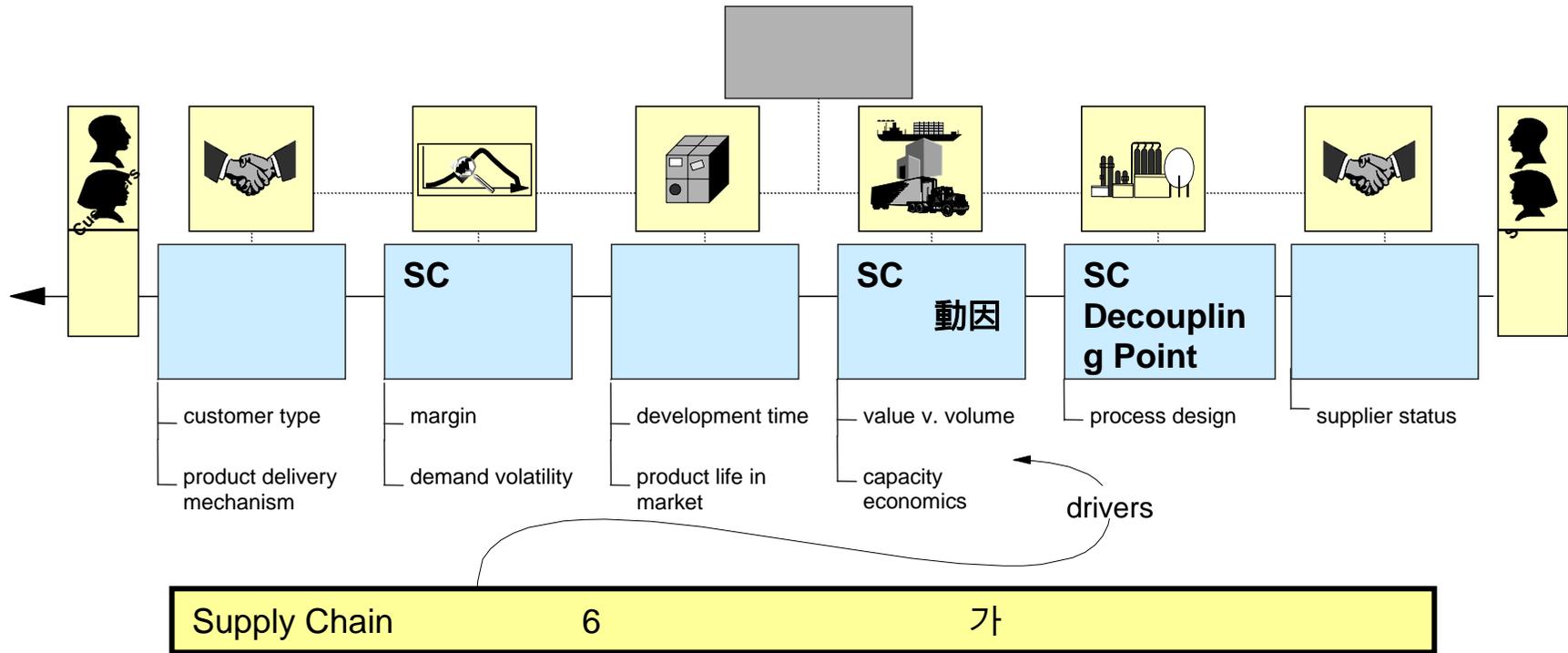
# Supply Chain Management

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# Supply Chain

## Supply Chain

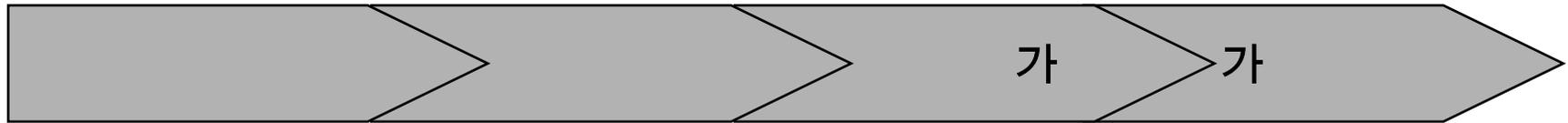


III.

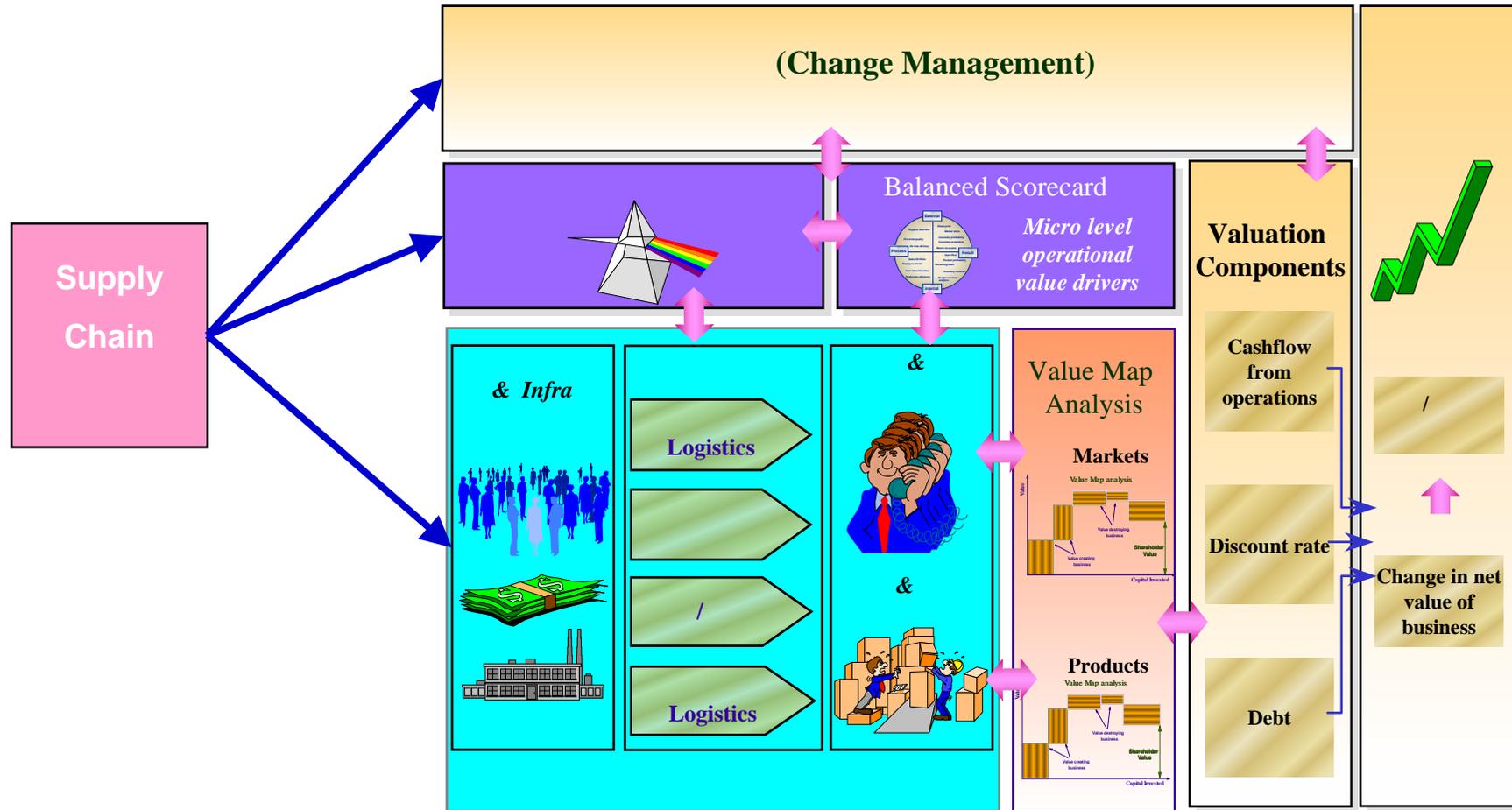
Supply Chain

가

Supply Chain



<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li><li>• <b>Peer Group Analysis</b></li><li>•</li><li>• 가</li><li>• <b>Supply Chain</b></li></ul>	<ul style="list-style-type: none"><li>• <b>/Workshop</b></li><li>• <b>Focus Group</b></li><li>• /</li><li>• 가</li><li>• <b>Benchmarking</b></li><li>• 가</li><li>• -</li><li>• -</li><li>• -</li></ul>	<ul style="list-style-type: none"><li>•</li><li>• 가</li><li>• /</li><li>• <b>Supply Chain</b></li></ul>	<ul style="list-style-type: none"><li>• <b>Supply Chain</b> 가</li><li>•</li><li>•</li><li>•</li></ul>
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**Challenge:** / **Supply Chain**  
**Reengineering**

- Supply Chain
- / Supply Chain
- 
- 
- 
- Demand Communication
- Supply Chain

- 22%
- 22pp 가
- 6 가
- 23% 가

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**Challenge:**

**Supply Chain**

- Supply Chain
- Operation
- 
- 

- Supply Chain
- -
- 2 5 -5

# End of Document

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