Čerstvější a lepší

Trváme na kvalitě stejně jako vy

Albert Supply Chain
Roman Keller
Nov 2011
over 140 000 employees serving customers in 3 500 stores in europe and usa. another 3 000 stores in joint venture stores

• 1991 established first supermarket MANA in Czech Republic
• Food retailer operating 280 stores
  - 55 hypermarkets (sales area above 2500 m², at least 20 000 SKU´s)
  - 225 supermarkets (average sales area of 800 m², from 3 000 to 8000 SKU´s)
• All brand names in past (MANA, SEZAM, PRIMA, HYPERNOVA, ALBERT)

• 2001 first HYPERNOVA in Slovakia
  - 21 hypermarkets HYPERNOVA
  - 4 supermarkets ALBERT
Our fundamentals

Win the heart of our employees

Win the heart of our customer
Management

• CEO, AHOLOD Czech Republic
  • Jan van Dam

• Chief Financial Officer
  • Derk-Jan Terhorst

• Vice President Operations
  • Michal Pavelka

• Vice President Marketing, Format & Merchandising
  • Lukáš Urbánek

• Vice President Human Resources
  • Jan Ambrož

• Vice President Supply Chain
  • Milan Strieženec
Supply Chain organization

VP Supply Chain

DC Olomouc
DC Klecany
SC Development
SC Support
SC Replenishment
DC OLOMOUC
DC OLOMOUČ

• Operating since 1997
• Area - 45 000m²
• Assortment
  • Dry Fast… fast moving drinks, food & chemistry
  • Dry Slow… slow moving drinks (spirits) food & chemistry
  • 13 000 SKU´s in total
• Served territory:
  • Moravia by Fast moving goods
  • All Albert's by Slow moving goods
  • Slovakia by Meat, F&V and defined food Private labels
• 600 employees in three shifts operations working 7 days a week
• Operating with 3 transport companies
DC KLECANY

• Operating since 2001
• Area - 40,000m²
• Assortment
  • Dry Fast… fast moving drinks, food & chemistry
  • Dry Slow… slow moving drinks (wine & soft drinks)
  • Non Food…textile, garden, DYI,…..
  • Fresh…Dairy, Meat Products, Meat and F&V except slow moving Dairy
  • 7,700 SKU´s in total
• Served territory:
  • Bohemia by fast moving goods
  • All Albert’s by Non Food & slow moving goods
  • Slovakia by Non Food
• 500 employees in three shifts operations working 7 days a week
• Operating with 1 transport company
Dry warehouse
Fresh warehouse
Returnable's
Replenishment

suppliers  commerce  logistics  stores

connecting all elements in albert value chain

replenishment

replenishment is the horizontal layer in hierarchically organized albert organization
End 2 End Supply Chain cooperation

Commerce
- Commercial strategy
- Central commercial decisions
- Buying agreements
- Regular/Promo assortment
- Planogram
- New products
- KPI targets (availability, presentation, margin)

SC Replenishment
- Logistics
  - Right products
  - Right place
  - Right time
- Shelves availability & low costs
- Replenishment
  - Flow IN - OUT
  - Capacity management
  - Target cost level
  - Target service level
  - Store orderable item
  - Returns process

Operations
- Excellent execution
- Service to customer
- Stock counting
- Backroom management
- Shrinkage

Suppliers
- IN flow
- Returns
- Suppliers SL on time, in full
- Orderable items in assortment

3rd parties
- IN – OUT flow
- Returns
- Capacity management
- Target cost level
we are the director of the goods flow having all processes under control

► we are here to deliver the right menu for our customer ➔ fresh, in time, right quantity, right quality & low costs

► we are defining the unique connection between operations organization, logistics, commerce and suppliers

► we are centrally managing flow of the goods from supplier into the shelf in Albert stores

► We want to make it easy for our stores ➔ take complexity out, take work out, store focus on customer
On Shelves Availability first!
Store replenishment tools
Computer Assisted Ordering (CAO)
Orders calculation

How much will CAO order?

- Safety stock (covering sales deviation)
- Expected sales (sales forecasted to the next delivery)
- Minimal presentation level (minimal quantity of goods which must be available on the shelves)
Planogram abidance

Correct stock

Correct order

Full usage of all ordering and delivery windows

Full shelves
JSEM TADY PRO VAŠE DOTAZY