



RETAIL

The big of wheel consumption

Whether food or non-food products, the generalist retailer offers a huge diversity of products, reaching an immense part of households. The success of these high, or even very-high rotation products and the low storage possibilities offered at sales outlets explains the necessity to identify the sector's issues, notably in terms of transport and logistics.

Faced with more and more versatile demand, the retailer is having to meet a number of constraints to satisfy customers. The seasons, the weather or the mood of consumers can make the volume of goods sold fluctuate from one day to the next. In addition, “*in-store availability is one of the main worries of the retailer. You need to have the right quantity at the right time*”, explains Thierry Ranson, Director of the Norbert Dentressangle Logistics Division in the Paris Region. Add to that the fact that shops are open 6 days out of 7 and you can understand that transport and logistics are strategic stakes for this highly responsive sector.

Technology serving delivery deadlines

How is it possible to deliver goods on time if the traffic is bad, as is often the case in the Paris area? The Norbert Dentressangle Group has found the solution for Auchan: the Epône warehouse works in just-in-time mode 7 days a week. Its 379,000 pallets a year are loaded at midday and the goods are delivered in the night. “*Orders are*

recovered and handled automatically early in the morning”, explains Thierry Dartiailh, food logistics manager for Auchan Ile-de-France. “We want to improve the preparation quality of our orders, and so we introduced a new tool, in partnership with Norbert Dentressangle: voice preparation”, continues Thierry Dartiailh. The order preparer receives the orders directly through his headset, and the appliance, which works via radiofrequency, tells him where the batch is and how many packages are needed.

“The preparers gain time moving about the warehouse and are more focused on what they are doing. They pace themselves”, explains Thierry Dartiailh. “And with less dead time, productivity and reliability increase.”

Availability on the shelves

Carrefour is the number 1 retailer in Europe and its maxim is service excellence. “The main objective of the supply chain is availability of products on the shelf”, explains Jean-François Caillaud, Logistics Director, Carrefour.

For Carrefour, the shelf commands the chain. Everything has to be in place so that delivery conditions are adapted to the department’s needs in terms of frequency, reliability and packaging, “but not at any cost”, continues Jean-François Caillaud. Hence the necessity to set up supply solutions in line with the products, rotation and demand.

“Cross-docking in Norbert Dentressangle warehouses makes time savings in the supply of fresh products”, explains Jean-François Caillaud. “This solution is cheaper per item for a fresh supplier than for a dry goods supplier (less handling), with an average transit time over the whole chain (from supplier to shelf) of 7 days, compared to 100 days for stored dry products.” The extension of this process to dry products is a major lever to lower supply costs and transit times.

Anticipating activity peaks

The leading private group in Portugal, Sonae is present in a number of sectors, including retail. Its subsidiary Sonae Distribuição is the national leader in food distribution.

To supply its sales outlets from two logistics depots, Sonae has to meet a major challenge: managing activity peaks in July and August. At this time of the year, the Portuguese migrate to the Algarve (south coast), where basic product sales multiply by 2 or 3.



“The Norbert Dentressangle Group knows how to manage these highs, and suggests solutions to improve the delivery calendar”, states Raul Magalhães, Transport Director of Sonae Distribuição. “For us, Norbert Dentressangle is a quality service provider that likes to take risks, rise to challenges and push back boundaries!”

Key figures

AUCHAN

- 1,089 hypermarkets and supermarkets in 12 countries.
- 1.17 million sq.m of sales space.
- 170 staff members.
- Consolidated Turnover in 2006: 35 billion euros.

CARREFOUR

- 12,547 hypermarkets, supermarkets and discount and proximity stores in 29 countries.
- 15,000,000 sq.m of sales space.
- 456,000 staff members.
- Turnover in 2006: 97.24 billion euros.