Abstract

“Store process analysis”

Area
Logistics, store logistics

Keywords
Store logistics, internal logistics, in-house logistics, process management, value management, efficiency

Study/project
Project, part of the “Retail Management Projects” module

Starting point/project assignment/objective

Studies point to the immense importance of store logistics in terms of their efficiency as perceived by customers and the associated costs. These indicate that approx. 50–70% of the logistics costs accrued between the manufacturer sending the products and the products ending up in the customer’s basket arise within the store. These costs are affected by a number of factors, including how efficiently stores order products and related processes.

The assignment involved analysing the ordering, acceptance and storage processes in selected stores, taking into consideration the available retail space and associated sales. This analysis was then to be used as the basis for recommended action aimed at optimising the overall process and to indicate the positive effects on warehouse logistics and transport.
Approach

Results/findings
By surveying 48 stores, the action patterns of successful and less successful stores became apparent. These findings were then used to derive specific recommendations.

Direct comparison of the data from the stores surveyed clearly showed that the knowledge how to optimise processes is available within the company. The company would be able to tap into considerable potential if this knowledge was transferred to other stores.

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