

Abstract

“Store process analysis”

Area

Logistics, store logistics

Keywords

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

Study/project

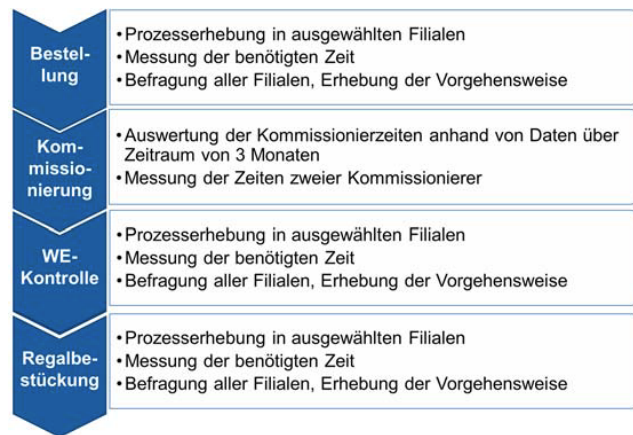
Project, part of the “Retail Management Projects” module

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.

Verhaltensmuster erfolgreicher Filialen (Basis: Leistungskennzahlen, n = 19)

19 effiziente Filialen			
Disposition	Filialleiter 10,53 %	Filialleiter + Stabmitarbeiter 57,89 %	Filialleiter + Stabmitarbeiter + Tagverbreitung + Nachwuchs 31,58 %
Zeitpunkt Disposition	9:00 - 12:00 5,26 %	12:00 - 18:00 26,32 %	18:00 - 20:00 68,42 %
Kontrolle wie?	palettenweise 57,89 %		gesamt 42,11 %
Kontrolle durch...	Filialverantwortliche 26,32 %	Alle Filialmitarbeiter inkl. Anzahl 73,68 %	
Regalbestückung	nach Warenempfehlung 52,63 %		über den Tag verteilt 47,37 %
Anzahl Standpaletten	21 - 40 26,32 %	41 - 60 52,63 %	61 - 80 21,05 %

Verhaltensmuster erfolgreicher Filialen (Basis: Leistungskennzahlen, n = 29)

29 verbesserungswürdige Filialen			
Disposition	Filialleiter 6,90 %	Filialleiter + Stabmitarbeiter 37,93 %	Filialleiter + Stabmitarbeiter + Tagverbreitung + Nachwuchs 55,17 %
Zeitpunkt Disposition	8:00 - 12:00 6,90 %	12:00 - 18:00 48,28 %	18:00 - 20:00 44,83 %
Kontrolle wie?	palettenweise 44,83 %		gesamt 55,17 %
Kontrolle durch...	Filialverantwortliche 41,38 %	Alle Filialmitarbeiter inkl. Anzahl 55,17 %	
Regalbestückung	nach Warenempfehlung 79,31 %		über den Tag verteilt 20,69 %
Anzahl Standpaletten	21 - 40 27,59 %	41 - 60 58,62 %	61 - 80 13,79 %

* Alle Filialmitarbeiter inkl. Anzahl 1,00%

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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