

2018 STATE OF SUPPLY CHAIN



GREG WHITE
Founder of Blue Ridge



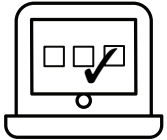
BLUE RIDGE
FOR A MORE FORESEEABLE FUTURE



SURVEY METHODOLOGY



Goal: Analyze current state of retail distribution / wholesale supply chain industry



Surveyed: >100 NAW SmartBrief readers + Blue Ridge customers



Respondents: CEO, COO, President, Manager, Sales Manager, etc.



KEY FINDINGS OF THE STUDY

1 COMPLEX DEMAND PATTERNS

2 FORECASTING & MANAGING PROMOTIONS



3 OUTDATED FORECASTING TECHNIQUES

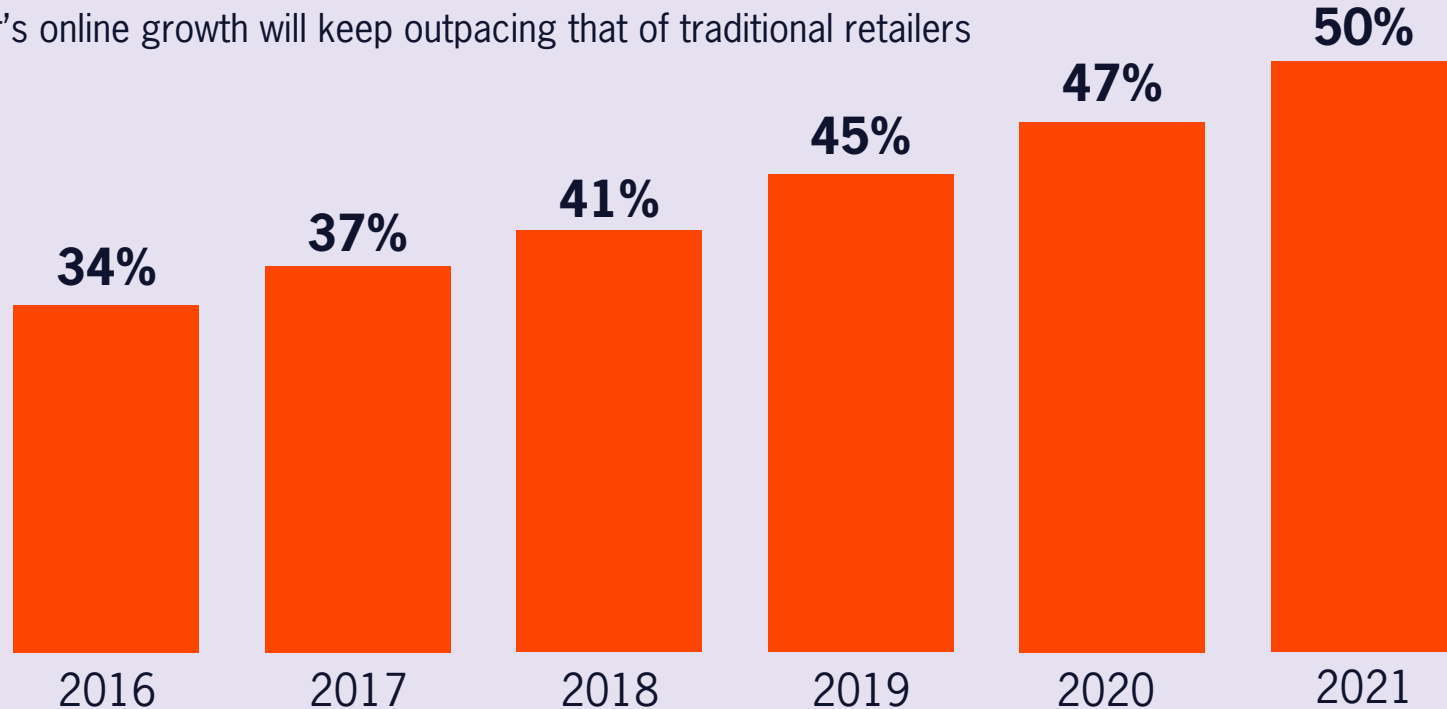
4 CROSS-DEPARTMENTAL COLLABORATION

**DO YOU VIEW
AMAZON OR OTHER
E-COMMERCE GIANTS
AS DIRECT
COMPETITION IN
YOUR
MARKETPLACE?**



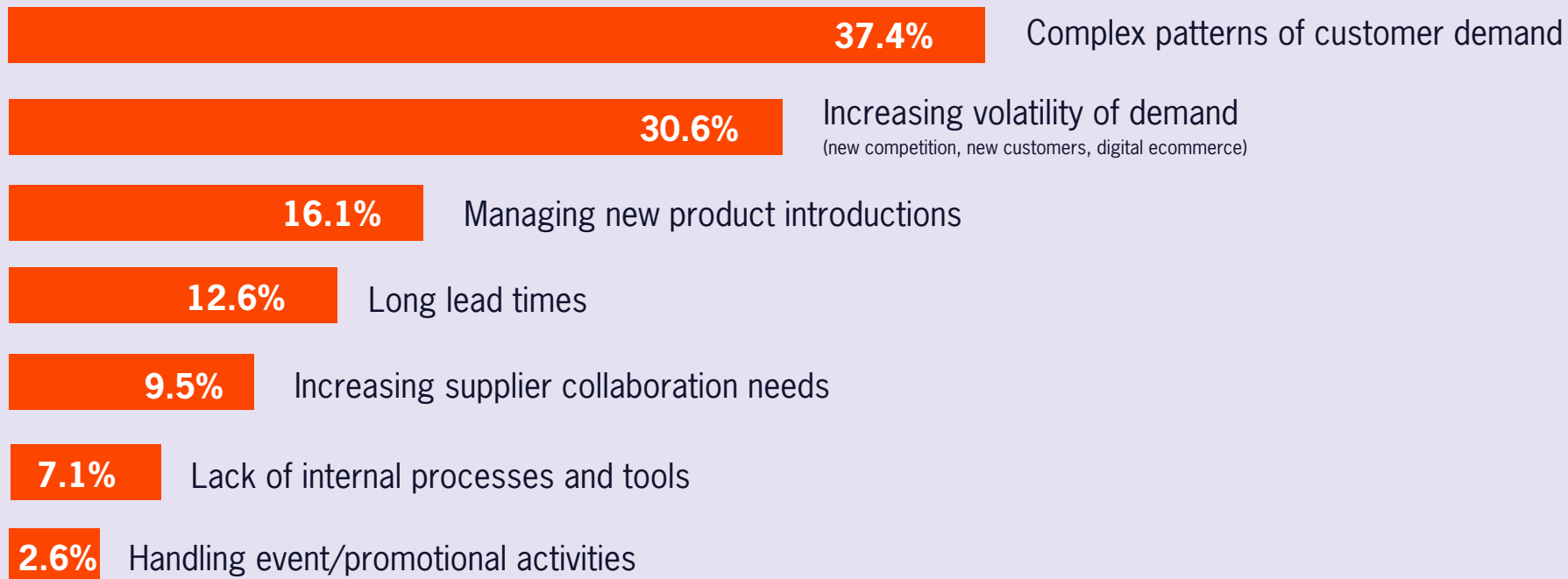
AMAZON'S DOMINANCE OF U.S. E-COMMERCE WILL GROW

The retailer's online growth will keep outpacing that of traditional retailers



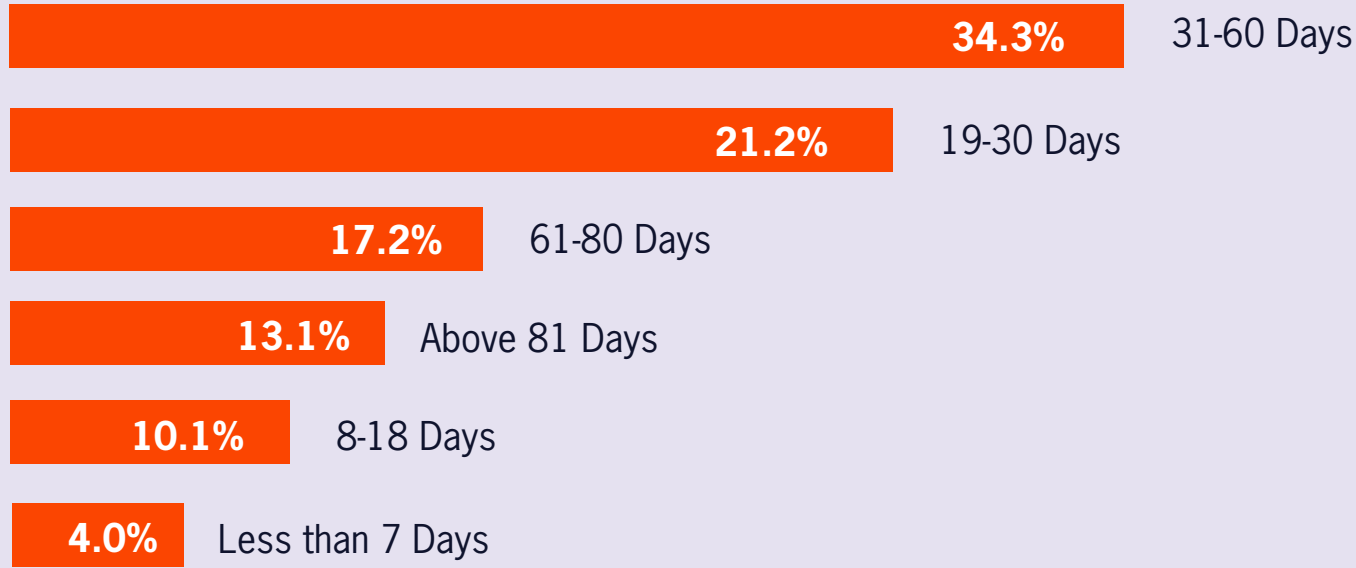
CHALLENGES IN INVENTORY PLANNING & FORECASTING ENVIRONMENT

Organizations are currently facing or will in the short-term (next 3 years)

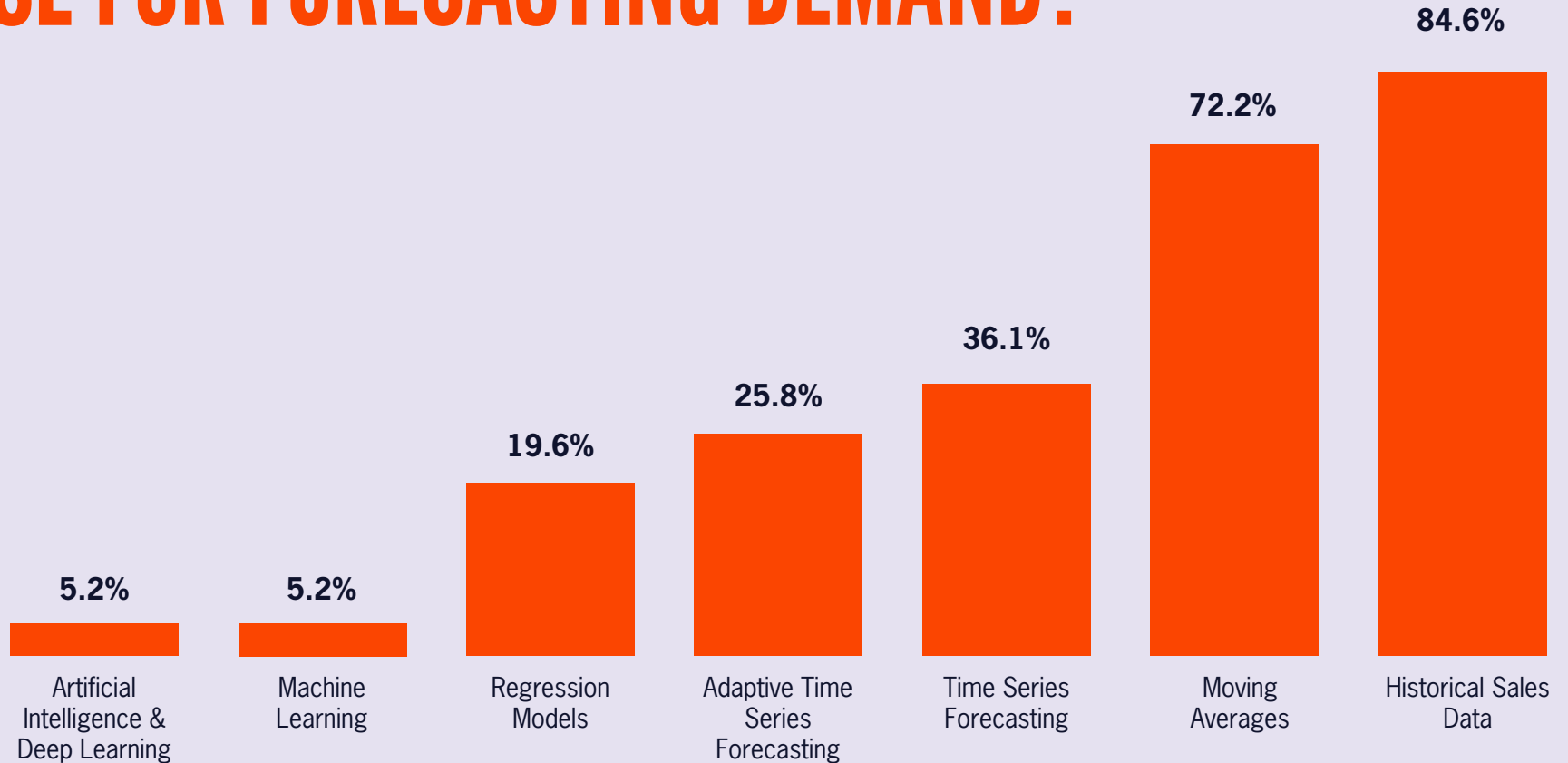


**Percentage of respondents who ranked this as the No. 1 concern out of seven. Percentages total over 100% due to multiple responses.*

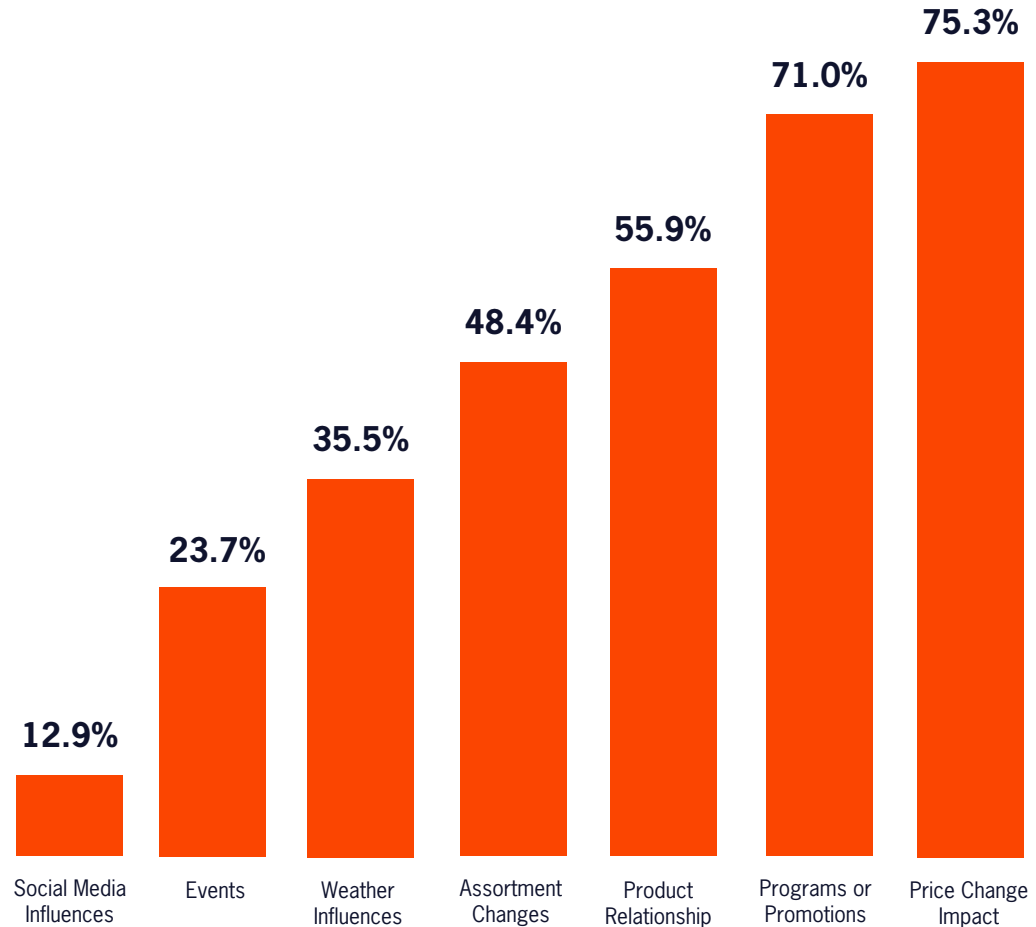
CURRENT DAY OF SUPPLIES ON-HAND



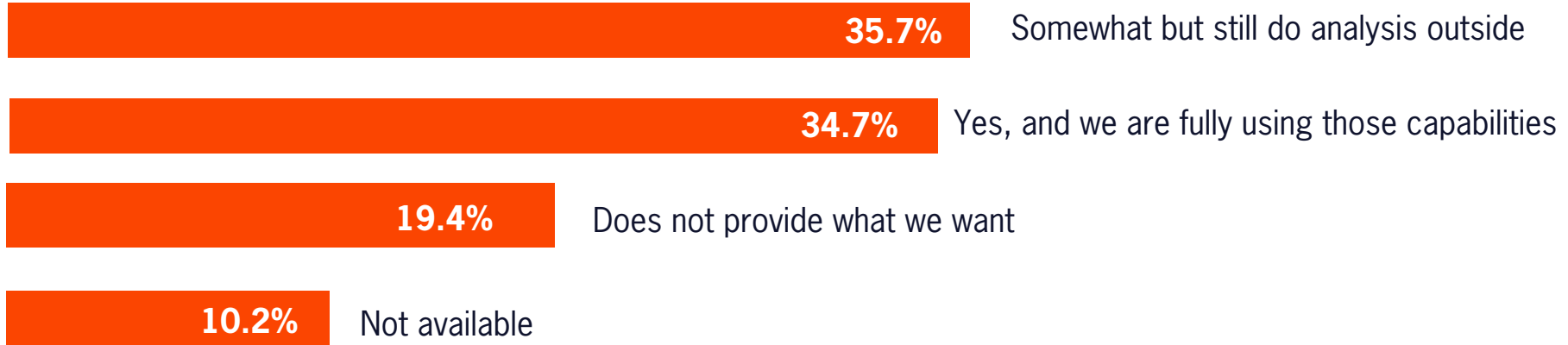
WHAT TECHNIQUES DO YOU CURRENTLY USE FOR FORECASTING DEMAND?



WHICH DEMAND FACTORS ARE INCORPORATED INTO YOUR FORECAST MODELS?



DOES YOUR INVENTORY PLANNING PROCESS PROVIDE ACTIONABLE INSIGHTS ON CUSTOMERS, INVENTORY & DEMAND?



74.5%

SALES

63.3%

OPERATIONS

43.9%

FINANCE

ROLES

42.9%

FORECASTING/
DATA ANALYST

42.9%

MARKETING

20.4%

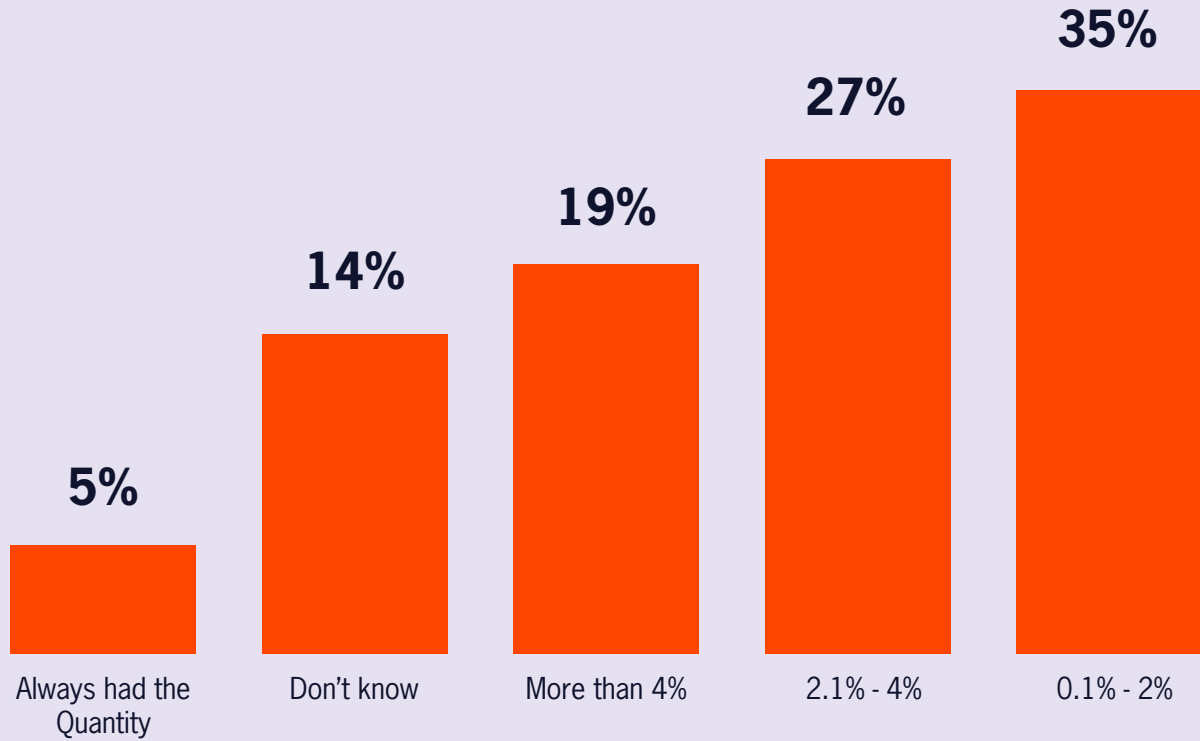
MERCHANDISING
ANALYST

**WHICH
ADDITIONAL
ROLES ARE
INVOLVED IN
INVENTORY
OPTIMIZATION?**

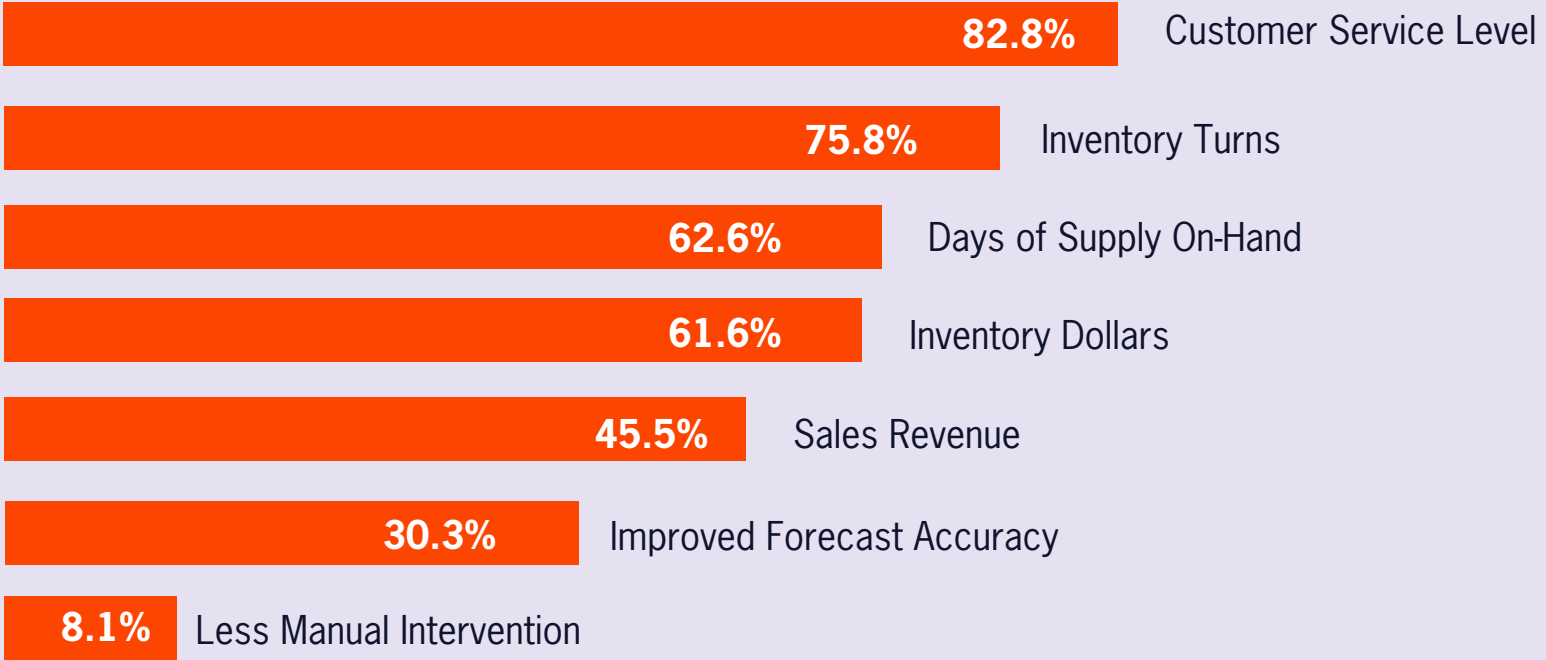
MOST VALUABLE STRATEGIC CAPABILITIES IN INVENTORY PLANNING AND OPTIMIZATION SOLUTIONS



WHAT PERCENTAGE OF DEMAND COULDN'T BE FULFILLED FROM ON-HAND INVENTORY?



HOW DO YOU MEASURE SUPPLY CHAIN PLANNING & INVENTORY OPTIMIZATION SUCCESS



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