

Company name withheld due to NDA

Supply chain excellence driving growth



Global Toy Company

Profile

For an instantly recognisable toy company, deterioration of service to leading UK retailers brought into question the sustainability of the UK/Ireland business unit as an operating unit. Rated as the worst major supplier in an industry survey, the operational performance was undermining turnaround.

Goal

Transform the performance of the supply chain in a revamped organisational structure. A phased development programme was required to:

- Stabilise the business and deliver basic service expectations
- Build integrated ways of working to enhance internal capability and competence in supply chain management
- Launch category leading innovations in supply chain collaboration.

Result

Embedding supply chain management best practice drove:

- Five-fold sales growth
- Average retail stock availability improvement of 12%
- Operating profit improvement >25%.
- Supply chain excellence supported market share gains to No.1 UK Toy Supplier.

Takeaways

1. Power of structured, systematic approach to supply chain development
2. Importance of credibility and trust in leading innovation with customers
3. High-performance culture, through coaching and empowerment, is critical to achieving excellence



TRANSFORMING SUPPLY CHAINS FOR SUSTAINABLE GROWTH



op2ma.net



calumlewis@op2ma.net



07966 667 427