

# CII TCM – Changing Lives

## ***Change: New Risks & Growing Opportunities***

### **Business Environment**

- Shift in Global Economic Power
- Technological Breakthroughs
- Demographic & Social changes
- Climate Change & Resource Scarcity
- Rapid Urbanisation

### **Business in 21st Century is VUCA;**

- Volatile,
- Uncertain,
- Complex &
- Ambiguous ... across industries

# CII TCM – Change Management

## **Evolving Technology;**

- Fast ... more changes in past 5 years than last 5 decades
- Access ... Universal impacting consumers habits & demands
- Smart Devices ... Shelves (Home/others), 3D Print,
- Consumer choice & convenience ... Just-Walk-Out!

## **New-age Success Mantra;**

- Agility – Quicker Decision Making
- Trust – Build & improve collaborations across stakeholders
- Balance – Short to Long term vision with defined metric
- Manage Relevant Data – Strategic insights
- Decision making skills across levels ... Senior leadership!
- Integrated Thinking ... Promote seamless organisations

***Higher Soft-skills ... Innovation (Products & Services) & Mind Share***

# CII TCM – Supply Chain

## **Supply Chain Management ... Pivotal across industries;**

- Increasing Variety
- Increasing Volume & Value
- Maintain Veracity

## **Footwear Retail Challenges;**

- Growing Consumer Expectations & 3+ seasons per annum
- Shortened Product-life Cycles ... minimum 50% freshness
- Scale – Gender/Category/Style/Colour/Size ... 20K Active SKUs
- Organised & Competitive ... Intangible differentiators!

## **Technology is boon ( ... & bane!)**

- Smart Devices ... AI/GPS/Auto-orders
- Frequent replenishments to stores (3X/Week)
  - Reduced Work-capital (Upstream aggregation)
  - Front Space Cost &
  - Customer satisfaction ... reduced walkouts

# CII TCM – Supply Chain

## Supply Chain Management ... Culture & Philosophy

- Enhance Efficiency; Groups incentivized to regularly identify & weed out Non-value added activities across functions using technology ... GPS, Auto-orders & Motion sensors
- Adoption of Global Best Practices; Prepacks & DSD.

### **GST Impact;**

- Economic
- Operational efficiency ... Speed to market!

*“When it is obvious that the goals cannot be reached, do not adjust the goals; adjust the steps taken to achieve them.”*  
Confucius