

Čerstvější a lepší

Trváme na  
kvalitě  
stejně jako  
vy

další zákazník

# Albert Supply Chain

Roman Keller

Nov 2011





over 140 000 employees serving customers in 3 500 stores in europe and usa.  
another 3 000 stores in joint venture stores

Better choice. Better value. Better life. Every day.

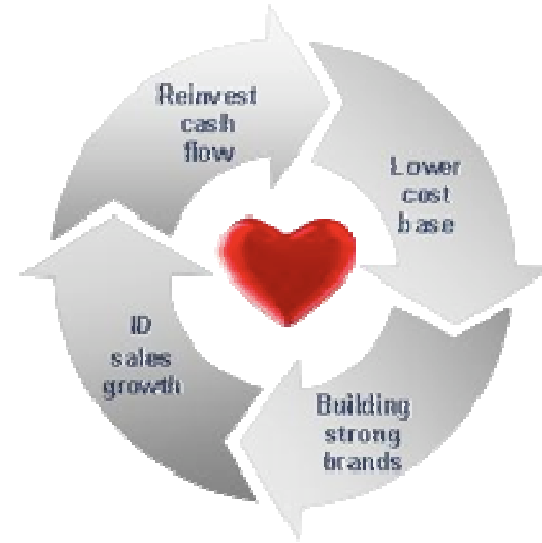




- 1991 established first supermarket MANA in Czech Republic
- Food retailer operating 280 stores
  - 55 hypermarkets (sales area above 2500 m<sup>2</sup>, at least 20 000 SKU's)
  - 225 supermarkets (average sales area of 800 m<sup>2</sup>, from 3 000 to 8000 SKU's)
- All brand names in past (MANA, SEZAM, PRIMA, HYPERNOVA, ALBERT)
- 2001 first HYPERNOVA in Slovakia
  - 21 hypermarkets HYPERNOVA
  - 4 supermarkets ALBERT



# Our fundamentals



Win the heart of our employees

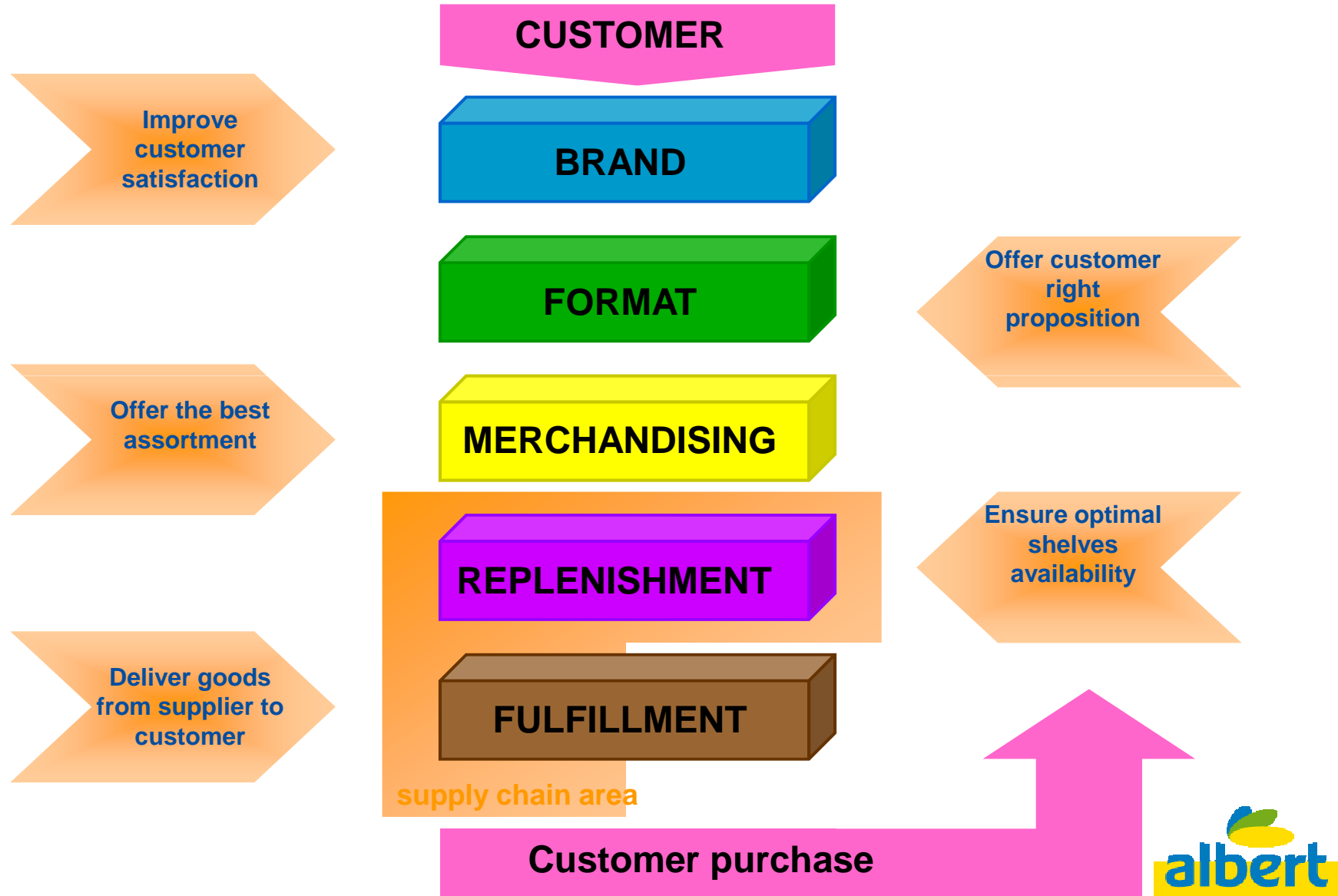


# Management

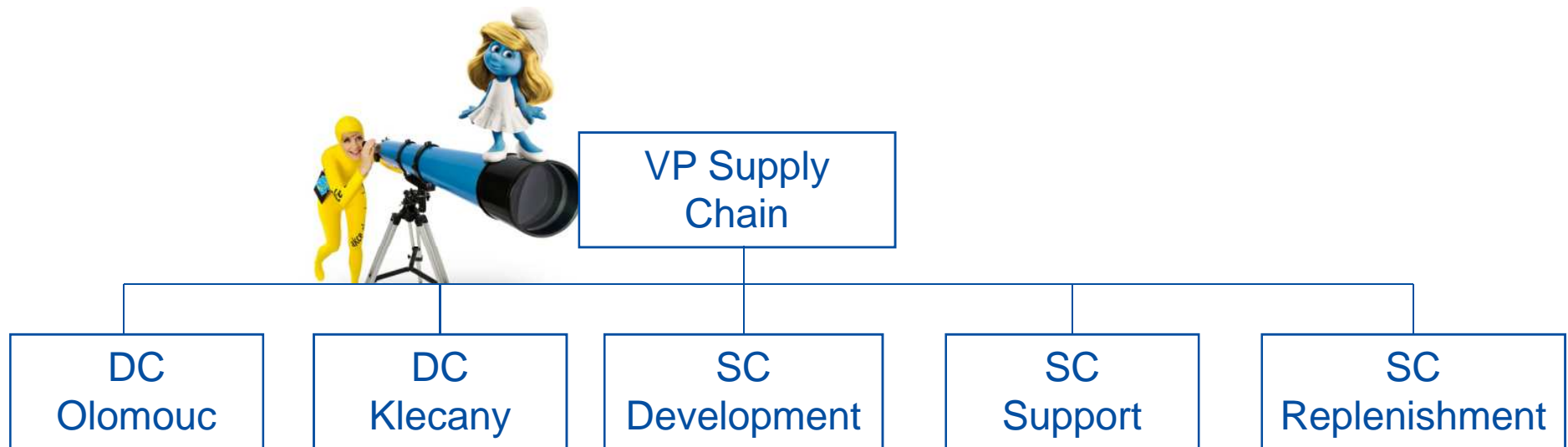
- **CEO, AHOLD Czech Republic**
  - Jan van Dam
- **Chief Financial Officer**
  - Derk-Jan Terhorst
- **Vice President Operations**
  - Michal Pavelka
- **Vice President Marketing , Format & Merchandising**
  - Lukáš Urbánek
- **Vice President Human Resources**
  - Jan Ambrož
- **Vice President Supply Chain**
  - Milan Strieženec



# Ahold business model



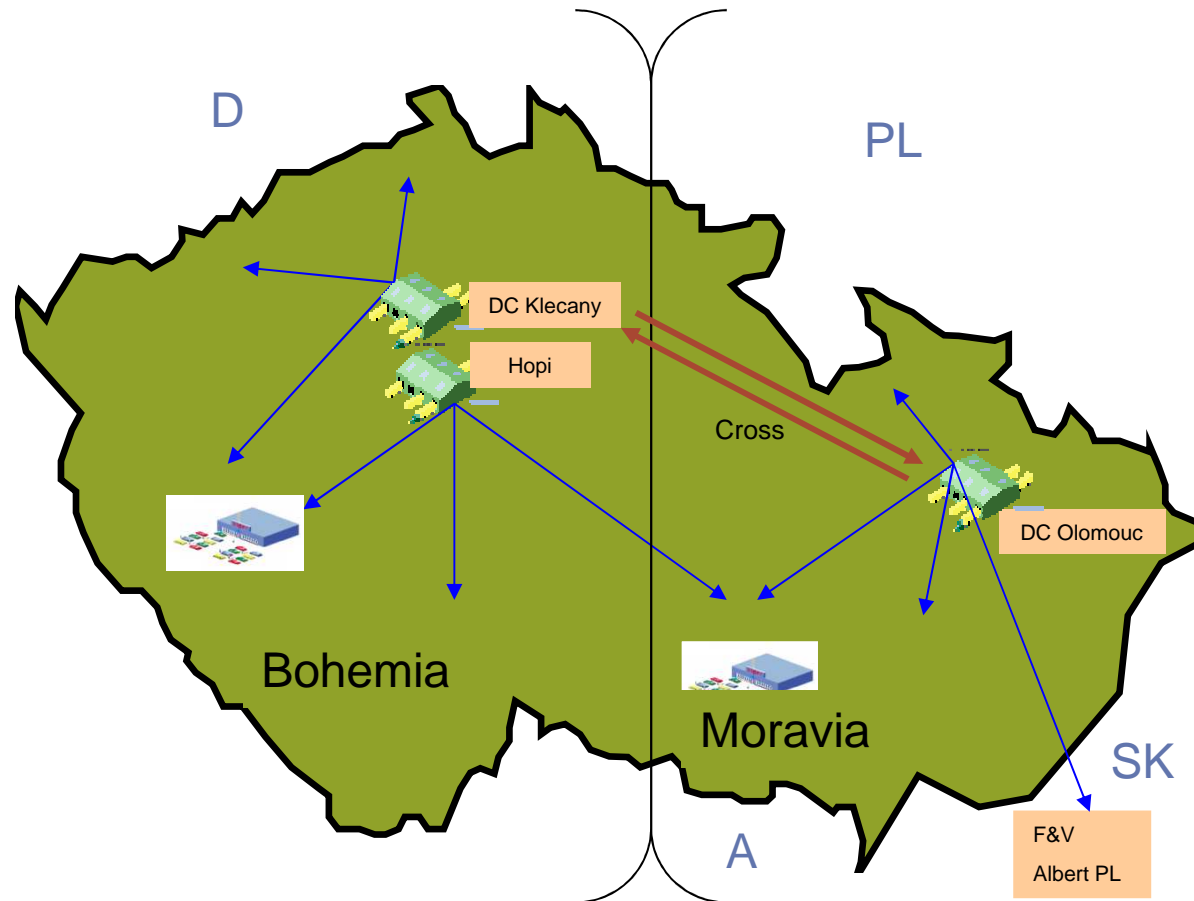
# Supply Chain organization



# Logistic infrastructure

DC Klecany	RDC Dry RDC Fresh National DC Meat Products National DC Non Food National DC NFR
DC Olomouc	RDC Dry RDC Fresh National DC Dairy National DC Dry
LSP Hopi	Frozen

Direct Store Delivery	Fresh Fish Bread Local Non Food Multimedia
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# DC OLOMOUC



# DC OLOMOUC

- Operating since 1997
- Area - 45 000m<sup>2</sup>
- Assortment
  - Dry Fast... fast moving drinks, food & chemistry
  - Dry Slow... slow moving drinks (spirits) food & chemistry
  - Fresh...Dairy, Meat Prod., Meat and F&V except slow moving Meat Prod.
  - 13 000 SKU's in total
- Served territory:
  - Moravia by Fast moving goods
  - All Albert's by Slow moving goods
  - Slovakia by Meat, F&V and defined food Private labels
- 600 employees in three shifts operations working 7 days a week
- Operating with 3 transport companies



# DC KLECANY



# DC KLECANY

- Operating since 2001
- Area - 40 000m<sup>2</sup>
- Assortment
  - Dry Fast... fast moving drinks, food & chemistry
  - Dry Slow... slow moving drinks (wine & soft drinks)
  - Non Food...textile, garden, DIY,.....
  - Fresh...Dairy, Meat Products, Meat and F&V except slow moving Dairy
  - 7 700 SKU's in total
- Served territory:
  - Bohemia by fast moving goods
  - All Albert's by Non Food & slow moving goods
  - Slovakia by Non Food
- 500 employees in three shifts operations working 7 days a week
- Operating with 1 transport company



# Dry warehouse

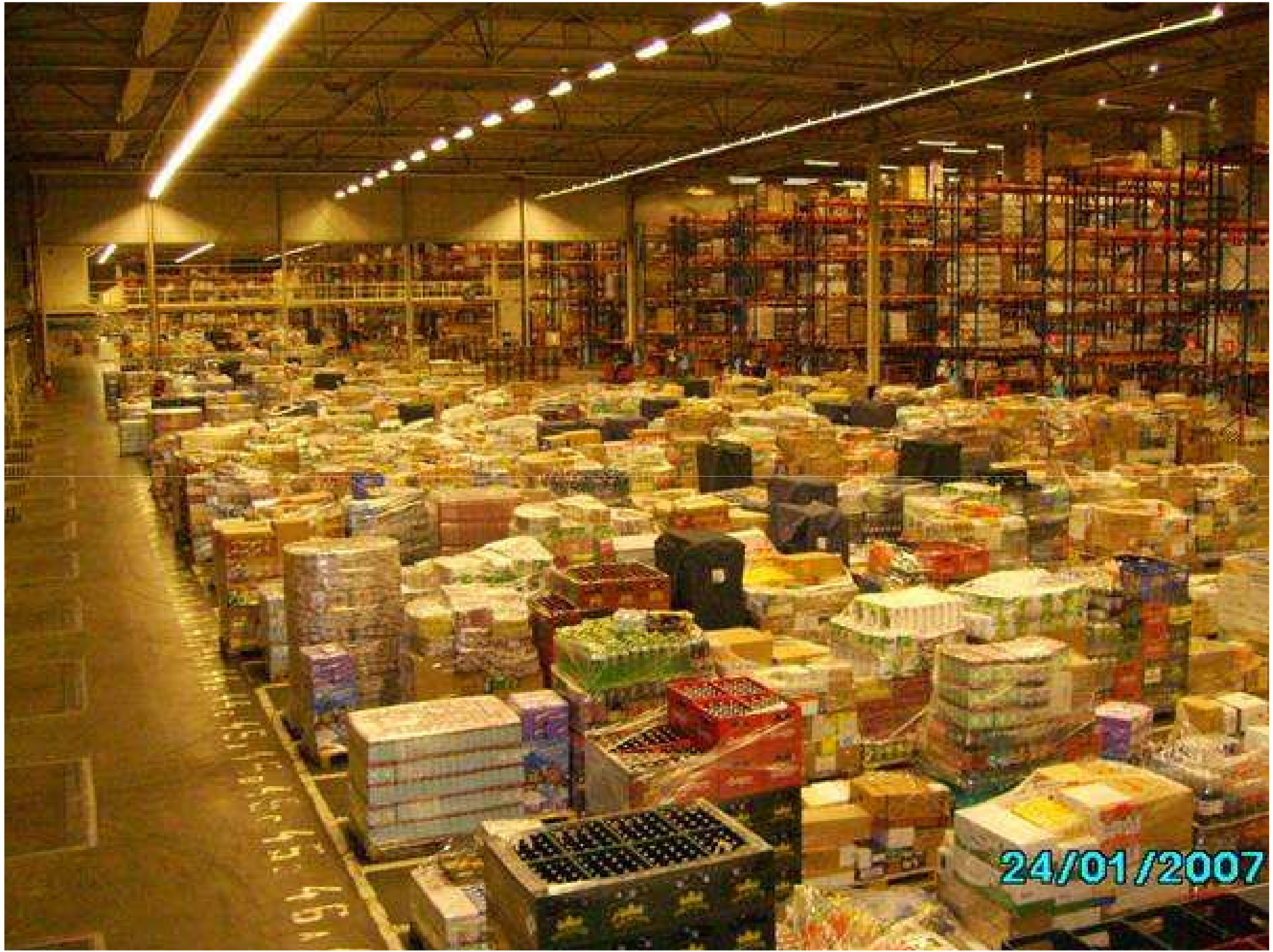


# Fresh warehouse



# Returnable's

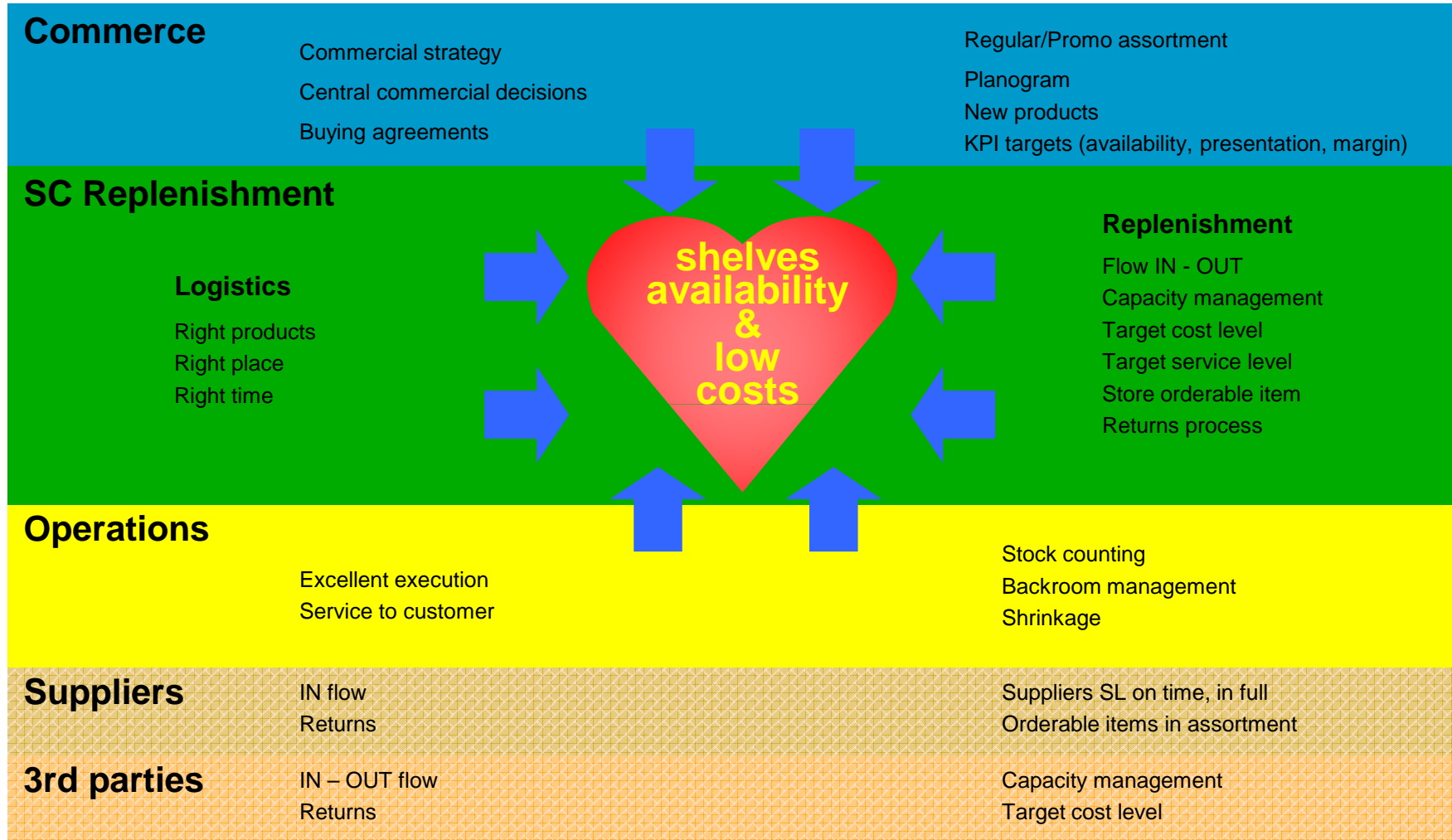




# Replenishment



# End 2 End Supply Chain cooperation



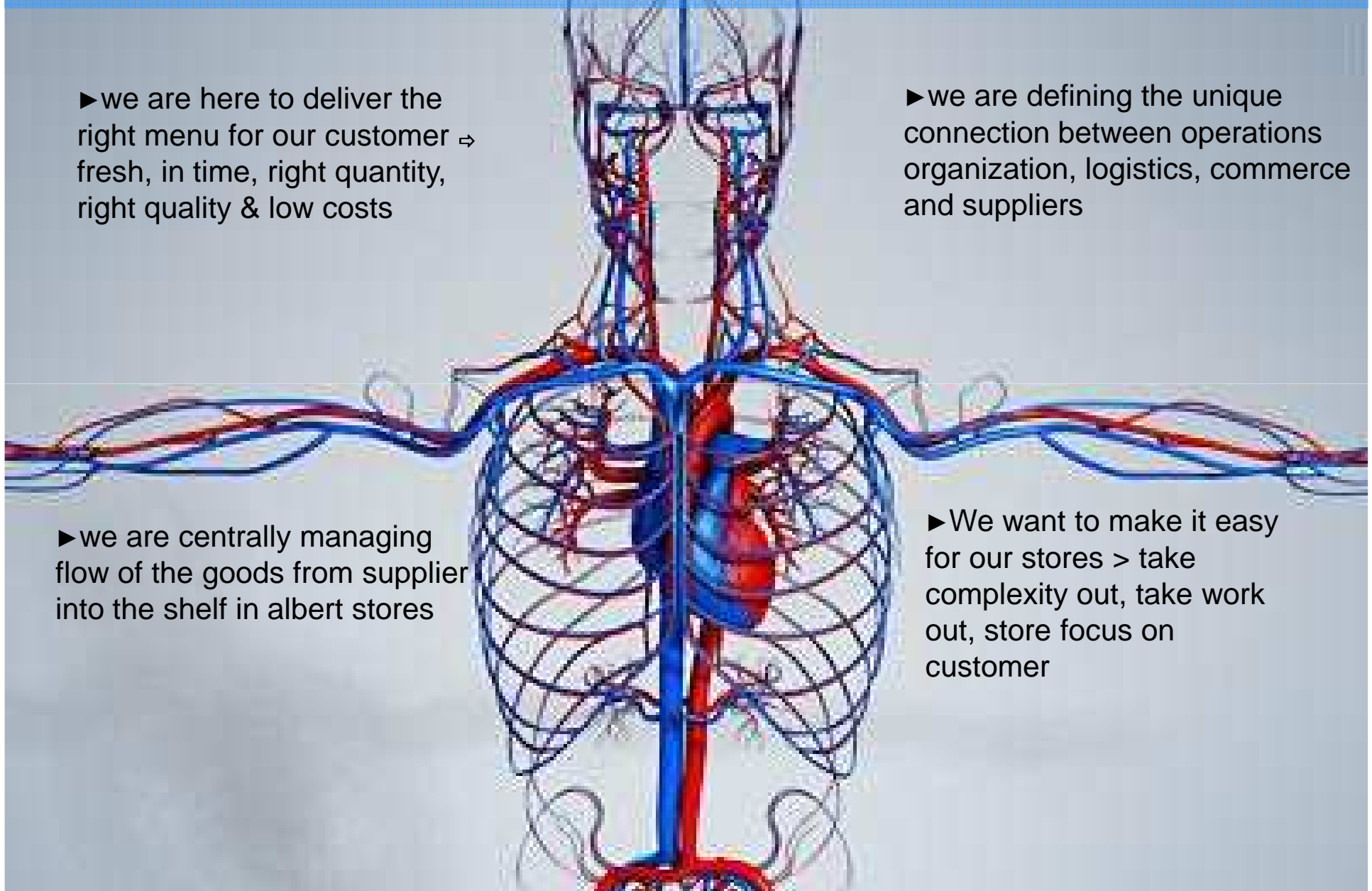
# we are the director of the goods flow having all processes under control

▶ we are here to deliver the right menu for our customer ⇒ fresh, in time, right quantity, right quality & low costs

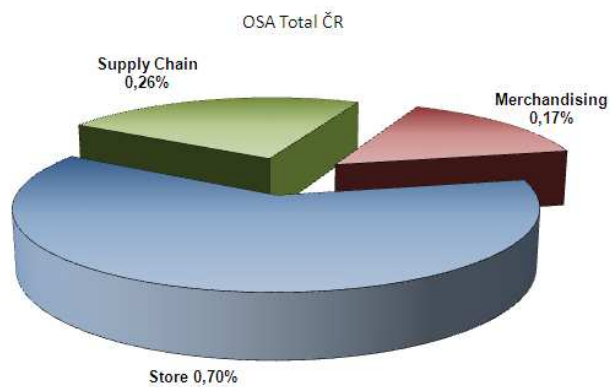
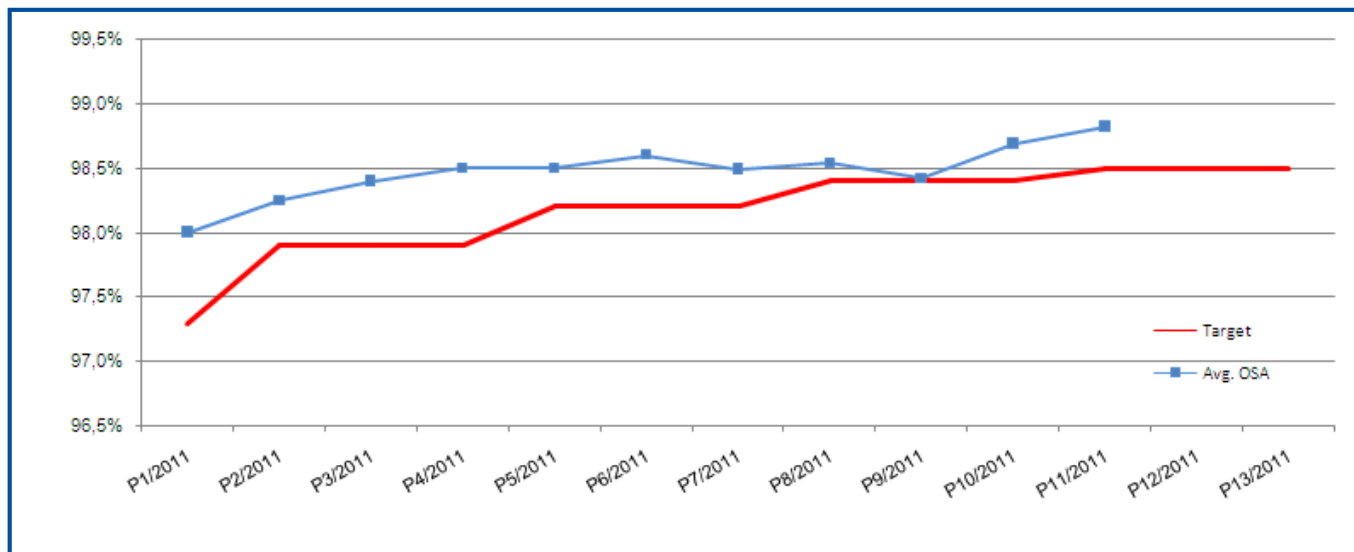
▶ we are defining the unique connection between operations organization, logistics, commerce and suppliers

▶ we are centrally managing flow of the goods from supplier into the shelf in albert stores

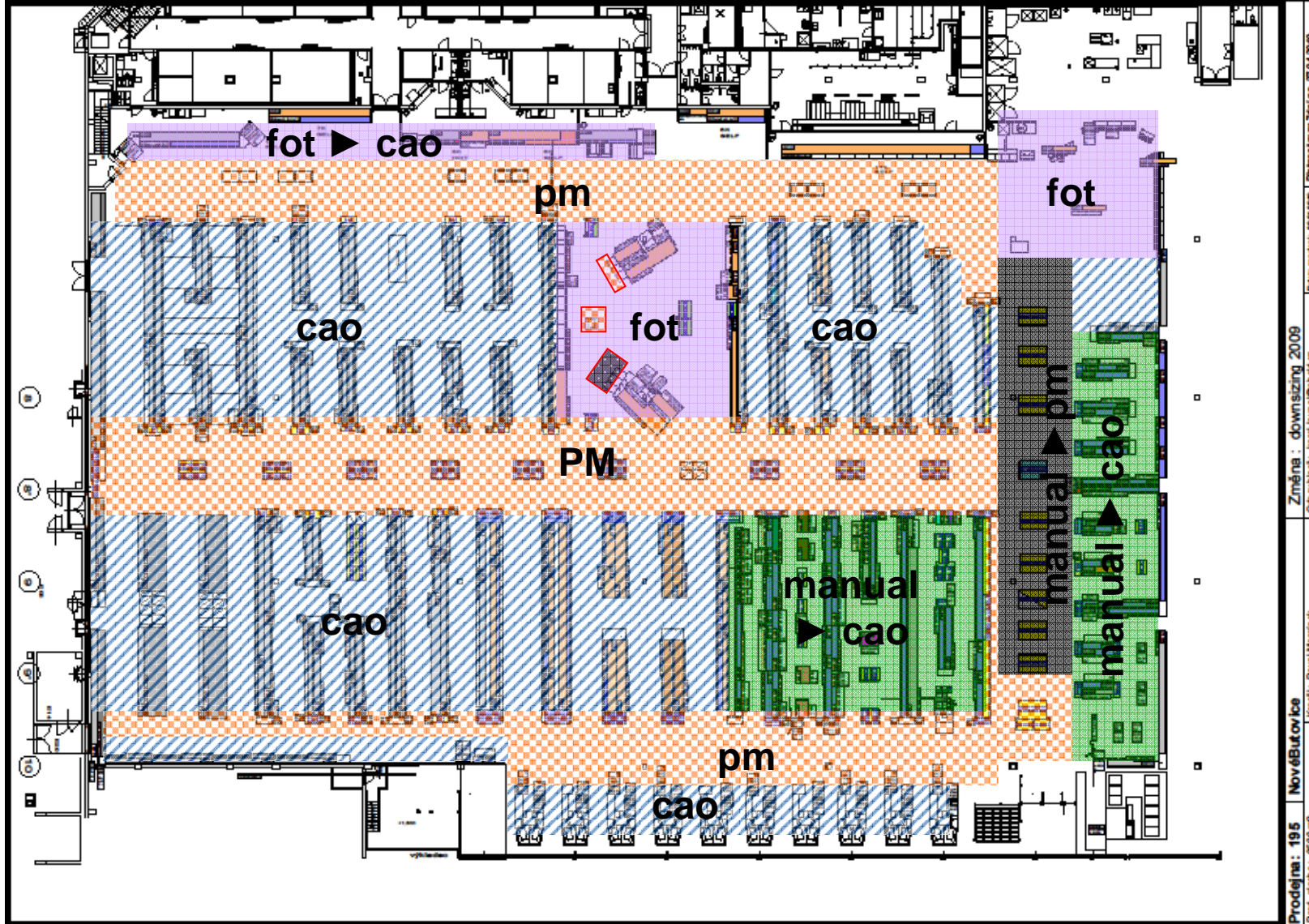
▶ We want to make it easy for our stores > take complexity out, take work out, store focus on customer



# On Shelves Availability first!



# Store replenishment tools



# Computer Assisted Ordering (CAO)

Informace o položce - Microsoft Internet Explorer: AHOLD

## Informace o položce

**EAN/PLU:** 24598118  
**Položka :** COCA-COLA ZERO 1L  
**Dodavatel:** 217 DC KLEČANY  
**Číslo položky:** \* 459811 COCA-COLA ZERO 1L (12)  
**EAN pro obj.:**

**Velikost balení:** 12  
**Zůstatek skladu:** 106  
**Na cestě:** 0

**Stav položky:** Aktivní  
**Kód váhy:** Množství  
**AOB:** Ano

[Historie změn položky](#)

## Statistika prodeju

Váha dne v týdnu

Den	Váha
38	100
39	100
40	100
41	105
42	60
43	75
44	70
45	65
46	80
47	70
48	75
49	70
50	60
51	90
52	75
53	45
1	60
2	55
3	55
4	80
5	75
6	75
7	70
8	45
9	65
10	110
11	100
12	100
13	90
14	80
15	80
16	85

PO	11,93 %
ÚT	14,01 %
ST	14,10 %
ČT	13,60 %
PÁ	21,40 %
SO	14,58 %
NE	10,38 %

## Další informace

**Min. prezentací úroveň:** 15 SKU  
**Max bezp. zásoba:** 7 Dny  
**Citlivost:** stř  
**Min.obj. mn.** 0 RP

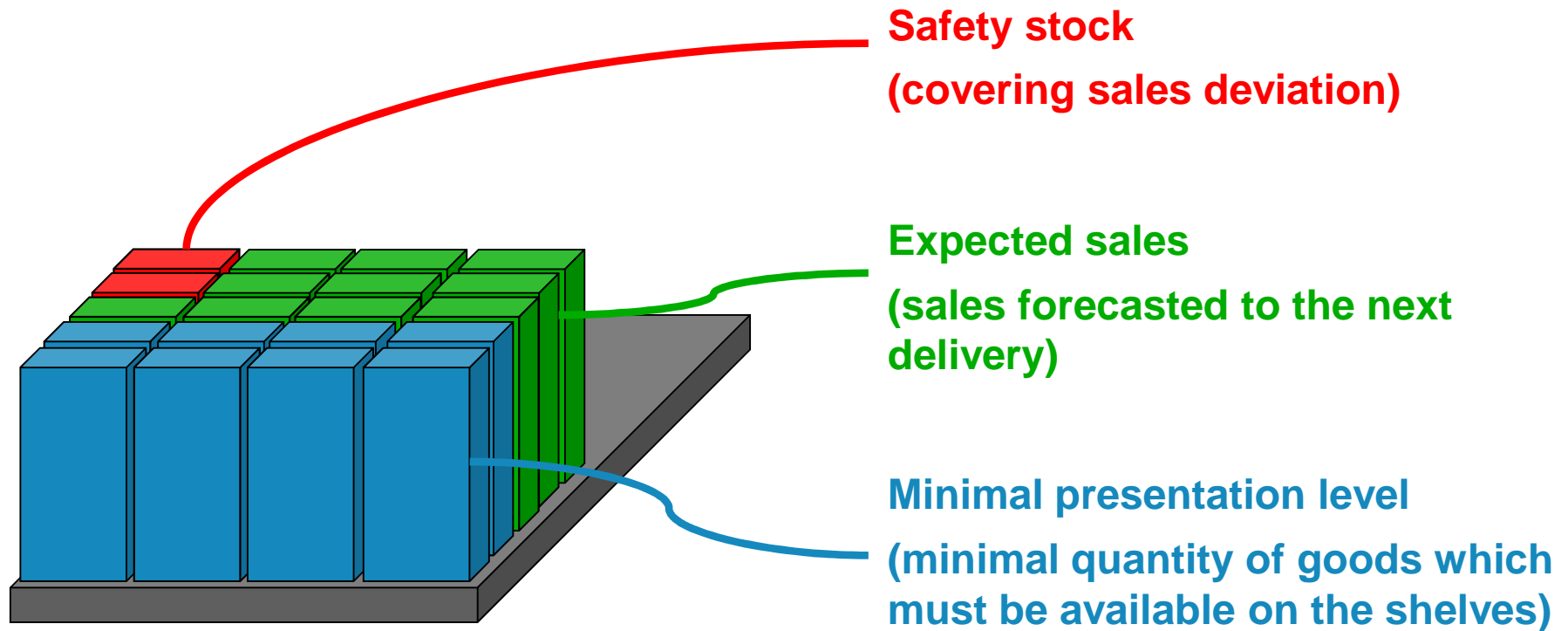
**Kategorie obj.:** C  
**Metoda plánování:** LS  
**Servisní úroveň požadovaná:** 96,0

**Plán prodeje:** 51,95 Mn/týden  
**Bezpečnostní zásoba:** 22,73 Mn/týden  
**Man. vytv. plán prodeju:** Mn/týden



# Orders calculation

How much will CAO order?





Planogram  
abundance



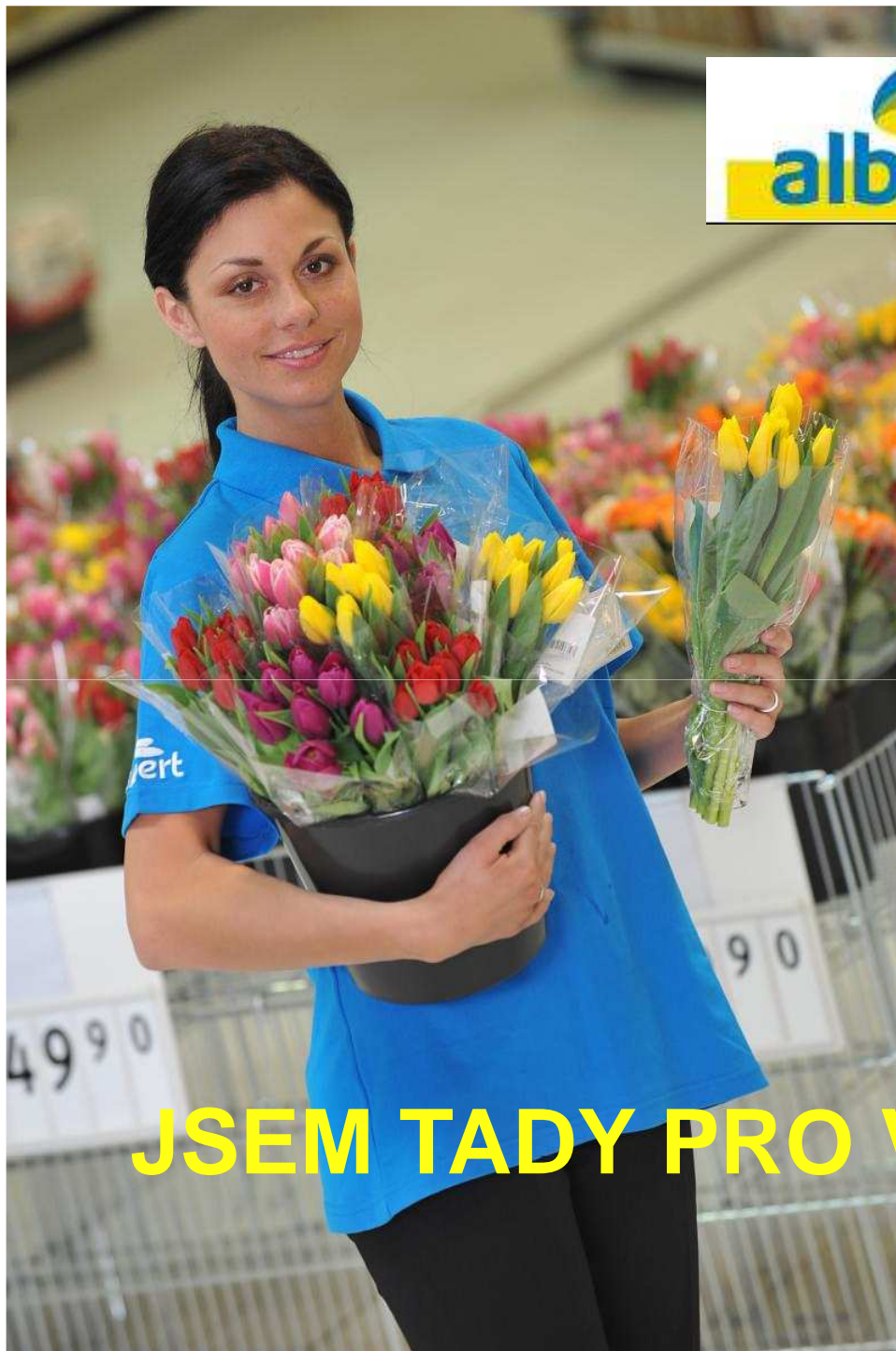
Full usage of all  
ordering and delivery  
windows

Correct  
stock

Correct  
order

Full shelves





**JSEM TADY PRO VAŠE DOTAZY**