

Convenience – comfortable, available and customer oriented

Automate supply chain processes by vigorous incorporation of a web-based ordering platform



How can the purchasing process be more efficiently structured?

Can profitability be improved extending the value added chain?

Can an electronic ordering platform help to strengthen the market position?

The Client

- Lekkerland, CH-Volketswil, Switzerland
- Retailer in the sectors of food, near food and non food
- Market leader in Switzerland, trading in convenience products: supplies and advises convenience outlets such as petrol stations, kiosks etc.
- Turnover: CHF 350 million
- Number of employees: 30

The Objective

- To increase profitability by extending the value added chain and by integrating additional services
- The point of sale (POS) can obtain a complete product range from a single source, called off via a convenient ordering platform

The Solution

The solution concept is based on three elements:

- **Strategic orientation:** Lekkerland evolves from a retailer to an intermediary providing additional services to its customers
- **End-to-end process and data flows:** access to transparent information for all partners participating in the value added chain
- **Use of web-based applications and platforms:**
 - Back end via mySAP CRM
 - Front end via mySAP Internet Sales
 - Mobile data acquisition and access to the portal via WebTablet, already preconfigured for the points of sale

The Client Benefit

- Strengthened market position and stronger customer loyalty achieved through efficient procurement processes and additional services.
- The corporate strategy of positioning Lekkerland as an intermediary in the market was implemented.