

Strategic partnerships as an integral part of the corporate policy

Use positive experiences to establish the supply chain philosophy within the company

Mutually positive experiences for both purchaser and supplier as a result of genuine partnerships led to the creation of further strategic partnerships and promotion of this philosophy as an element within the corporate policy.

The Client

- Swiss corporate seat of an internationally active group in the food products industry
- Turnover in Switzerland: approx. CHF 850 million
- No. of employees in Switzerland: approx. 1500

The Objective

- Establish an SCM partnership with a Swiss packaging manufacturer to exploit rationalisation potentials on both sides (customer and supplier)

The Solution

- Management commitment to a strategic partnership and to an open cooperation format based on the win-win philosophy
- Set up a joint project team
- Identify optimisation potentials for both parties
- Joint weighing of the savings, joint approval of the measures
- Framework contracts for legal security, annual situational reviews and formulation of new objectives

The Client Benefit

- Inventory levels of both parties were cut by up to 30%.
- Greater degree of standardisation was achieved by streamlining the packaging range, which resulted in lower costs and reduced prices.
- As a result of forward planning (inventories replaced by data input), utilization levels in supplier's production and shipping departments have improved.
- Reduction and partial elimination of administrative advanced services on the customer side: product development, purchasing, planning, inventory.
- Assured long-term business for the supplier, reduction in number of suppliers and ensured supply chain for the customer was achieved.
- The concept of thinking and acting in "total cost" and "win-win partnerships" was established.