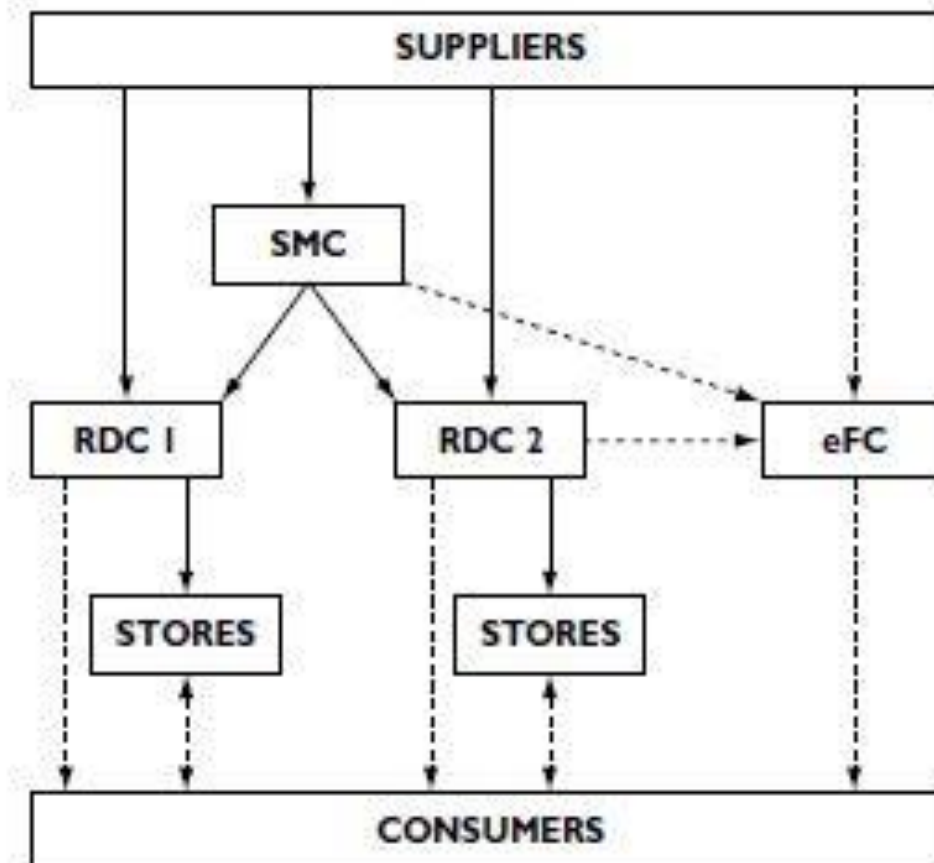




PEMENUHAN MULTI SALURAN

- It should be noted that consumers may interact with retailers through a variety of channels at different stages of a transaction. For example:
- Initial awareness of the product: television, magazines, internet advertising, store displays.
- Information about the product: website, telephone, e-mail, mobile 'apps', store salesperson
- Purchase of the product: via website, by telephone, by mail, at store.
- Delivery: home delivery, collection from drop-point, collection from store.
- Returns: by mail / parcel, collection by van, return to store.

Food retailing



Key:

↓ Flow of goods to serve store channel
-.- Alternative flows of goods to serve home-shopping channel

SMC Slow-moving goods centre

RDC Regional distribution centre

eFC e-fulfilment centre

Figure 11.1 Potential multichannel fulfilment options for food retailing

- In order to serve the internet channel for home delivery or store collection, food retailers have a number of distribution options:
- Regional distribution centres. One option is to serve the internet orders from the existing RDCs. This may reduce the need for extra warehouse infrastructure and it also facilitates the options of either delivering to the consumers' homes or delivering to the stores for the consumers to collect. However, the geographic areas to be covered by vans based at the RDCs for home delivery tend to be very large and this makes multidrop transport to homes fairly inefficient

- Stores. A second option is to pick the orders at the stores and deliver the goods on vans based at the stores. This utilizes an existing network of locations close to the consumers, thus being suitable for multi-drop home deliveries.
- e-fulfilment centres. A third option is to establish specialist e-fulfilment centres. These can be specifically designed for the efficient picking of internet orders and stock can be reserved for consumers at the time of ordering. If items are out of stock at the e-fulfilment centre, then this is known at the time of receiving the internet order and substitutes can be offered to the consumer.

Non-food retailing

- Non-food retailing includes goods such as clothes, electrical appliances, books, toys and beauty products. Traditionally, the distribution networks serving retail stores comprise one or more national distribution centres (NDCs). This is because the cost trade-off, described in the analysis of logistics networks in Chapter 9, is greatly influenced by the high inventoryholding costs. With non-food goods there are often a large number of stock-keeping units (SKUs), with a long tail of fairly slow-moving goods.

- For multichannel retailers, it is necessary to provide high service levels to both their store and internet/catalogue channels while taking advantage of any synergies that may be possible. The choice of how to segment markets, products or geographical areas between the distribution centres (DCs) is therefore very important in terms of how to structure the overall distribution network. There are several different forms of segmentation that might be used:
- If the supply chains are segmented in terms of store and internet channels, then this has the advantage of providing focus to the often rapidly growing internet channel.

- An alternative segmentation is by product group (ie having a network of NDCs each holding a different product group). This would solve the problem of additional safety stocks and the unnecessary movements of goods between NDCs in relation to 'click-and-collect' and returns.
- A similar segmentation would be by the storage and handling characteristic of each product. This may benefit the warehousing element as specialist storage and materials handling equipment could be installed in each NDC

- A further segmentation could be by geographical region. There would be a network of RDCs, each serving stores and consumers in their region. This would provide short delivery distances to the stores, potentially improving store replenishment times and lower secondary transport costs on multi-drop trips to stores within each region.
- Where large quantities of goods are purchased from overseas, then warehouses known as import centres may be set up in or close to ports in order to postpone the decision as to which region of the country to send the goods to.



REFLEKSI



Informasi penting hari ini

Manfaat penting dari informasi penting hari ini

Tindak lanjut yang dapat saudara lakukan



Thank you!

Any questions?