

OMNI CHANNEL SUPPLY CHAIN SYSTEMS

General idea

https://www2.deloitte.com/content/dam/Deloitte/be/Documents/strategy/Deloitte_Omni-channel_SalesCollateral.pdf

→ Why we are choosing omni channel supply chains-

- Saving a sale
- Speed of delivery
- Offset network capacity constraints
- **Inventory management**
- Margin management

Advantages and Disadvantages

<https://business.trustedshops.com/blog/what-is-omni-channel#disadvantages>

<https://epsnews.com/2020/03/04/6-pros-and-cons-of-an-omnichannel-distribution-strategy/>

→ Why customers will choose this way of marketing -

- Conversion Increase
- Time Saving
- Customer Satisfaction

Challenges In Implementing this type of Supply chain -

- Changing conventional inventory management system cause it would all the local store . So it would be a challenging task to build such a system which keeps a track of every incoming and outgoing products.
- Very Gradual change in the earnings rate is observed.
- Slow process of convincing the local retailers to be a part of such a supply chain.
- Lack of faith in such a system of marketing.

Famous retailers who used such Omni channel supply chain-

- Starbucks
- Crate and Barrel
- Sephora

<https://emarsys.com/learn/blog/omnichannel-for-ecommerce-retailers/>

<https://blog.hubspot.com/service/omni-channel-experience>

