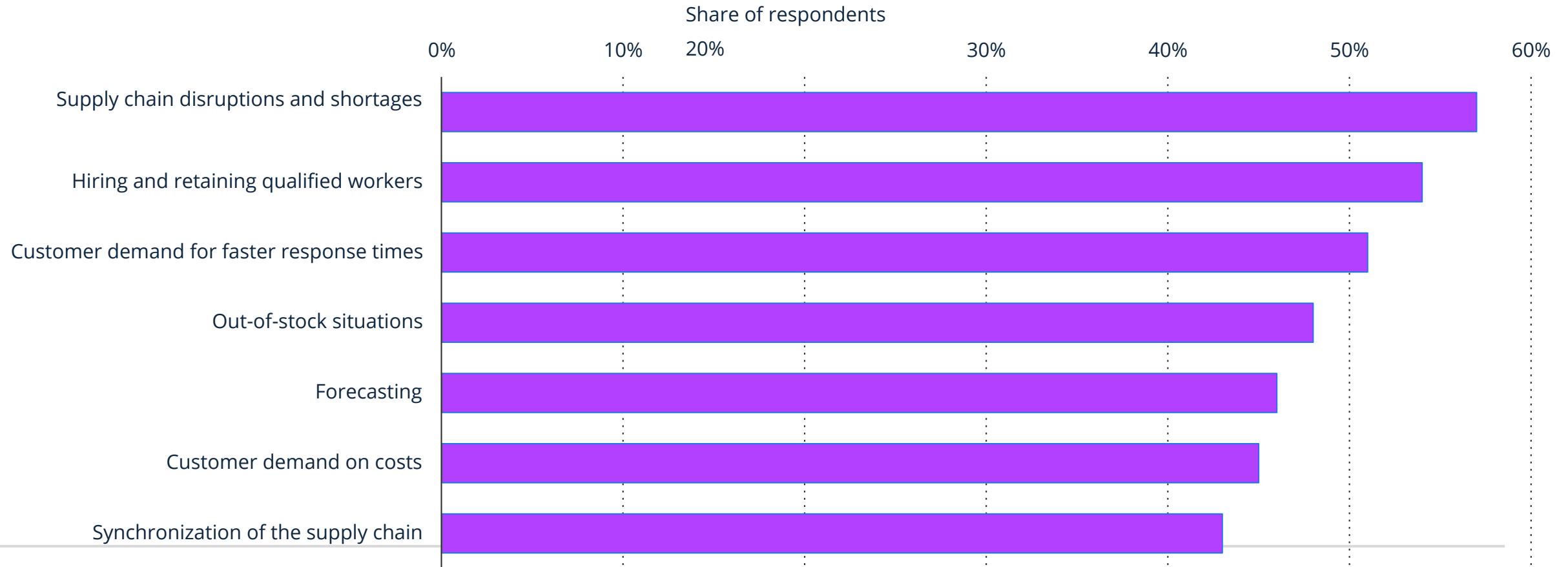


SUPPLY CHAIN OPTIMIZATION

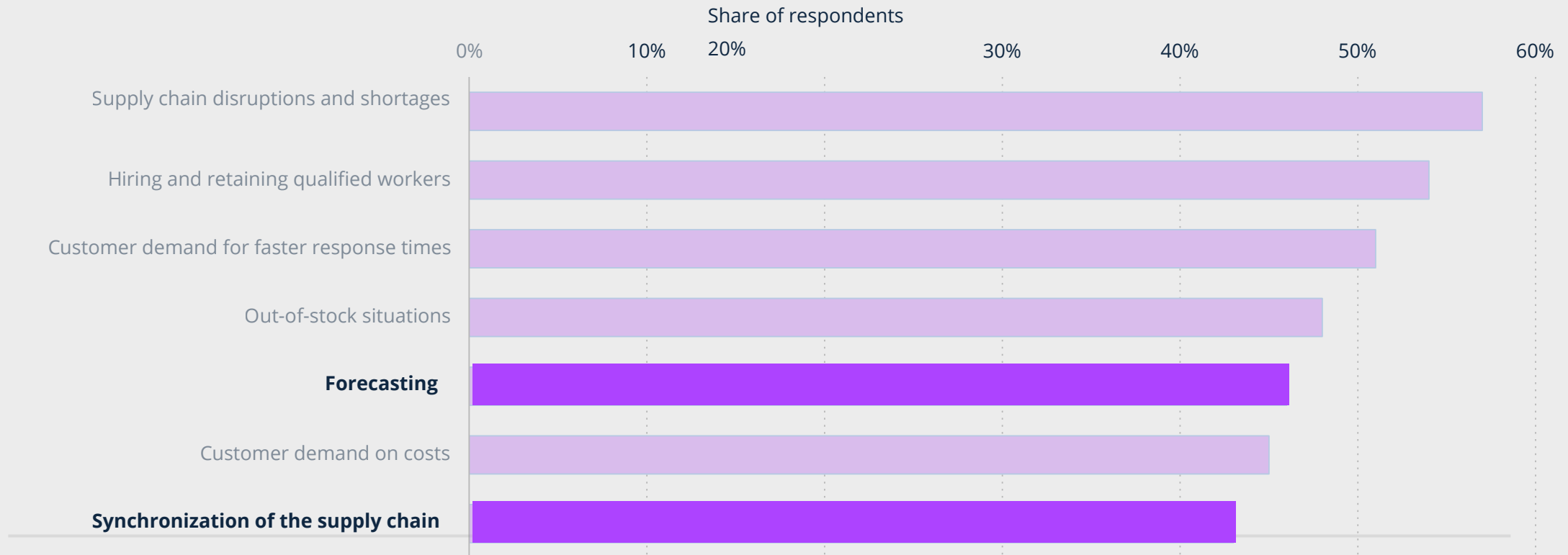


HOW TO OPTIMIZE SUPPLY CHAIN THOROUGH HOLISTIC APPROACH

Global Supply chain challenges

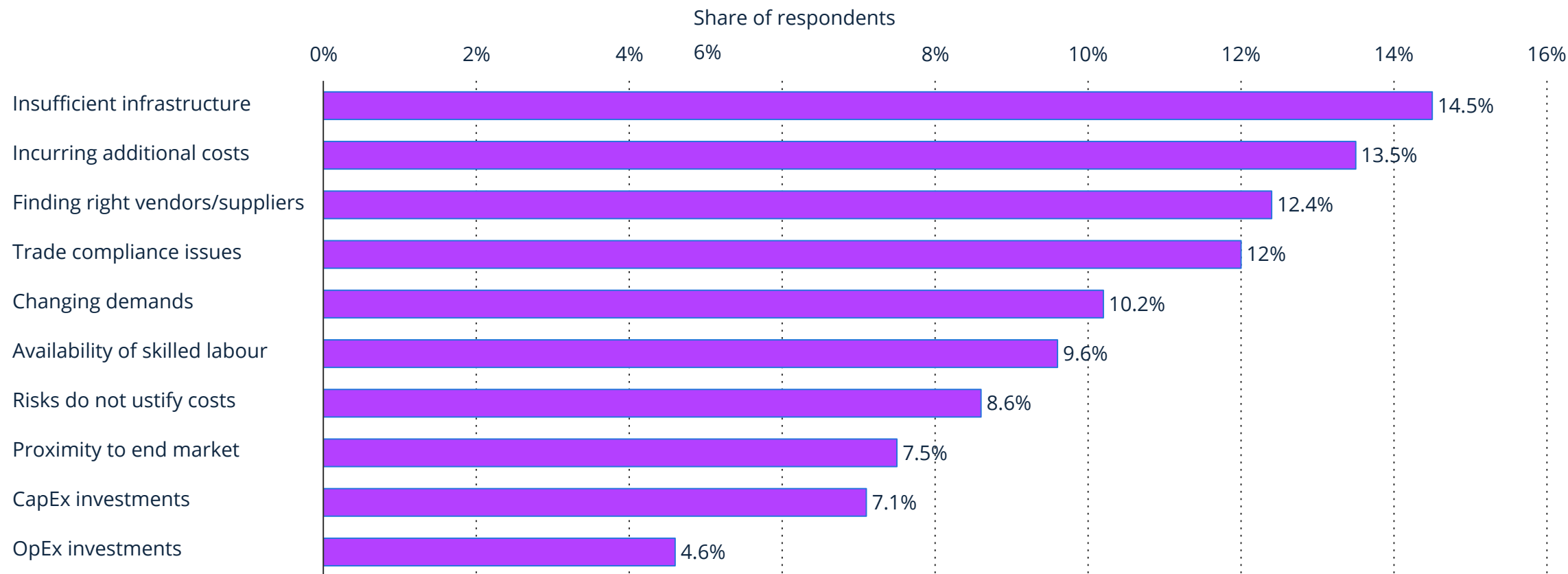


Accenture Case Study: Main supply chain issues



What are the main concerns in changing supply chain geography?

Main concerns in changing supply chain geography 2020



HOW TO IMPROVE SUPPLY CHAIN MANAGEMENT



**COMPETITOR
OBSERVATION**



**ANALYSIS OF DEMAND
FLUCTUATION**



**TRANSPORTATION
CHAIN ANALYSIS**



**ESG STRATEGY
APPLICATION**

**COMPETITIVE
ADVANTAGE**

DEMAND



- Under-stocked or over-stocked supply prevention
- Correlation between seasonal and event fluctuation

COMPETITOR



- Analysis of competitor's business optimization processes
- Price policy
- Analysis of their competitive advantage

TRANSPORTATION



- Freight rate management
- Opening franchises near high demand points to produce more efficient routes and provide more efficient drivers

ESG

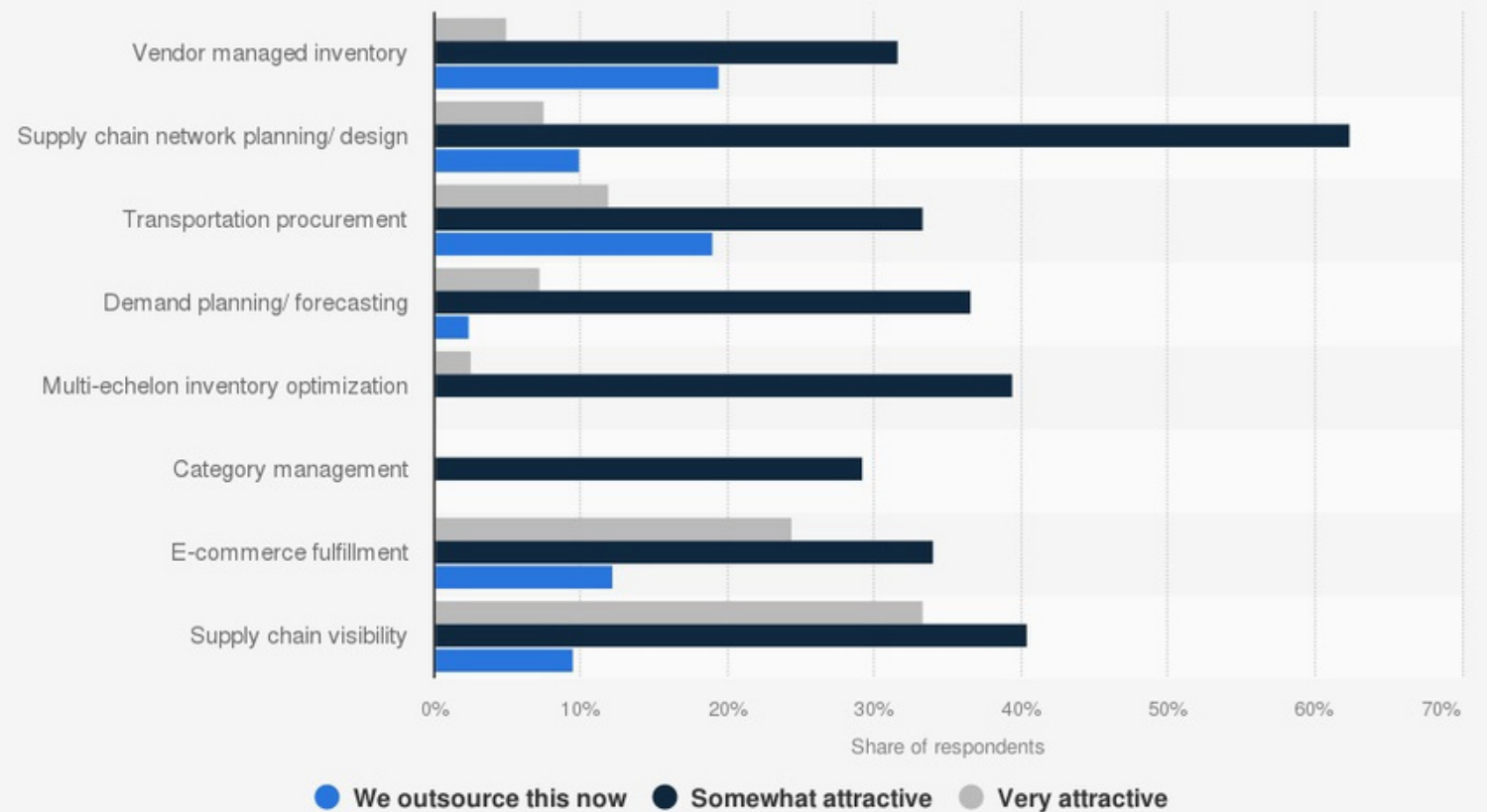


- Track of GHG emissions, energy, waste, and water use through whole supply chain
- Supplier diversity
- Co-creation implementation
- Revising legal concerns

LOGISTICS OPTIMIZATION

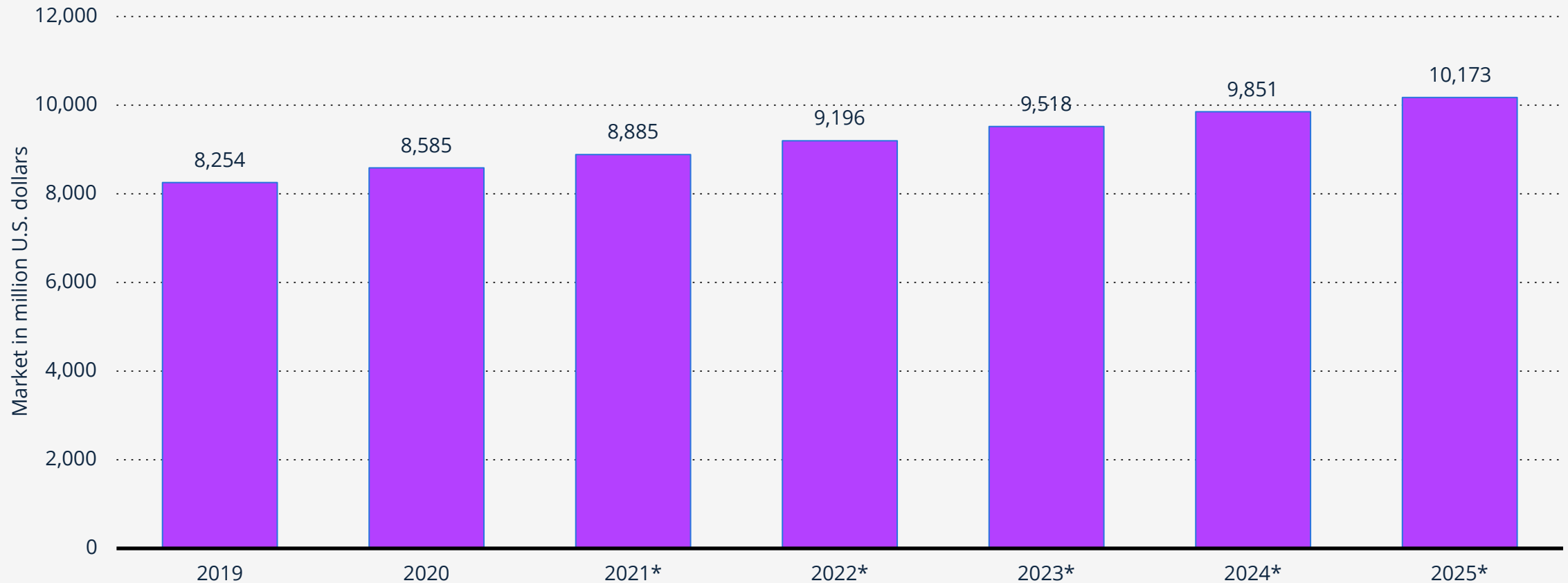
OUTSOURCE AS A SOLUTION

Potential outsourcing processes in the logistics and supply chain market in 2016, by level of attractiveness*



Supply chain management (SCM) software market revenues worldwide from 2019 to 2025 (in million U.S. dollars)

Supply chain management software market size worldwide 2019-2025



TOOLS TO CONDUCT EXTENSIVE COMPETITOR ANALYSIS

1

CONDUCTING 5C ANALYSIS

to outline competitor in terms of

Collaborators Competitors
Company Customers
Context

2

PRIORITY MATRIX

diversify competitor's stakeholders into levels of importance

3

DEFINING CUSTOMER SEGMENTATION

to observe competitor's niche client and their traits

4

ANALYZE VALUE PROPOSITION

look through potential customer lense and outline competitor's pains and gains

5

CONDUCTING 4P ANALYSIS

to outline competitor in terms of

Product Promotion
Place Price

6

SPECIFY COMPETITOR'S POSITIONING

Define their positioning in the market

DEFINE
COMPETITIVE
ADVANTAGE

Main problems regarding the transportation optimization in supply chain

Express Shipment Delivery Problem

Express shipments as parcels or packages have to be transported from an origin to a destination shipment center

Flight Network for Lettermail

Services between the airports, the feeder transports to and from the airport, and the routing of the orders between the lettermail centers should be planned

LTL operations

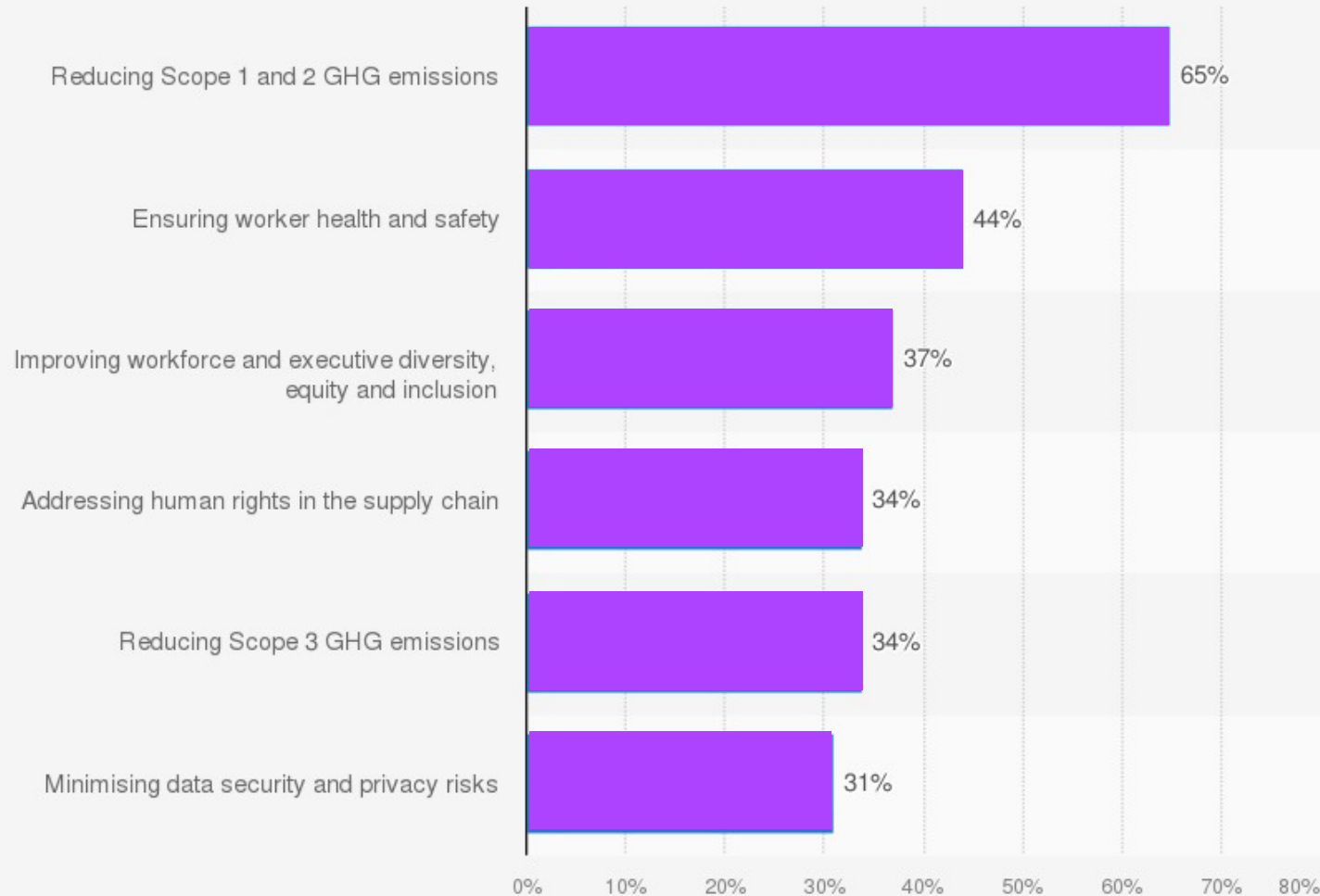
Due to the speed limits imposed on trucks, most goods can not be shipped from their originating terminal to their destination terminal in one day

Common supply chain issues can be optimized through outsourcing



ESG STRATEGY IMPLEMENTATION

ESG priorities for investors worldwide in 2021



Establish processes to measure Scope 3 emissions reliably

Understand Scope 3 demands from your customers and how this may impact procurement, RFPs and wider consumer sentiment

Understand carbon border adjustments and how they may relate to the business.

Include suppliers to help them understand their carbon footprint, and work with them to decarbonize