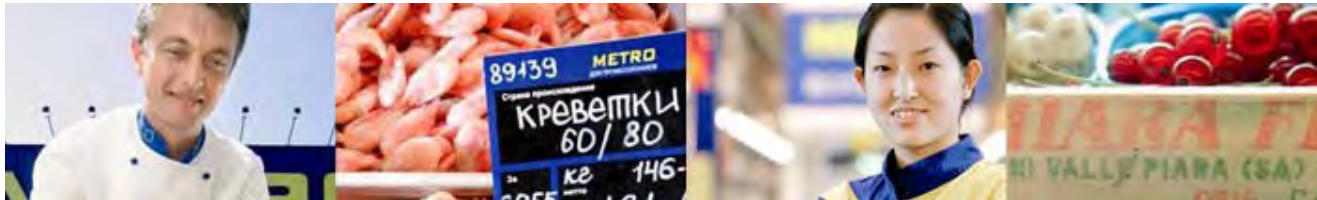


Impact of the retailer sector on the value chain



Tibor Zsombor
Operations Director,
METRO Cash & Carry Hungary
Budapest, June 23rd, 2009

Retailer point of view

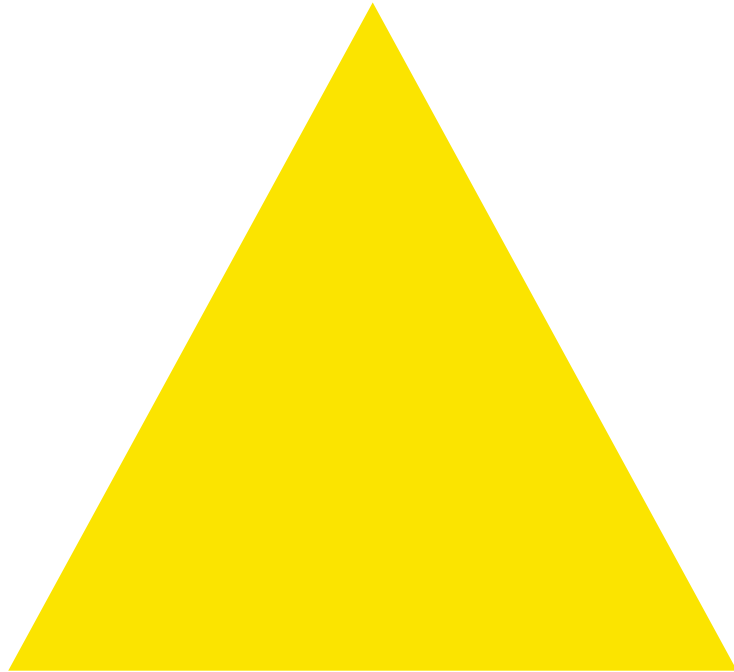


METRO is not a retailer!
Wholesaler point of view



Customer approach

CUSTOMER



COMPANY

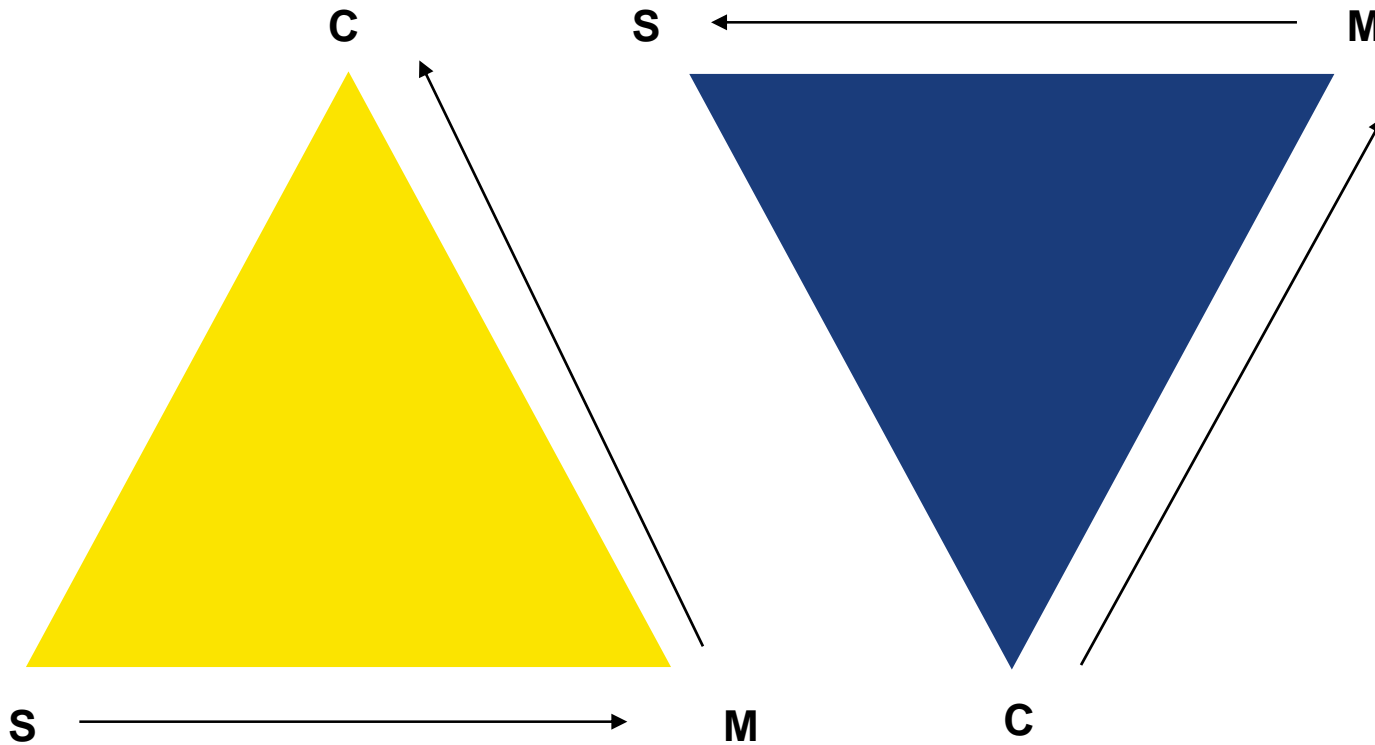
COMPANY



CUSTOMER

Value chain – value for customers

SCM



Stop talking about customers!



Start talking with customers!



WHAT THE CUSTOMER WANTS

- Fresh and tasty products
- Homogeneous quality
- Reasonable price
- Permanent availability
- Professional approach

What we have to manage

- Exceed customer expectations
- In-store logistics
- HACCP
- Product knowledge transfer
- Efficient processes to hold the prices low

What producers have to do

- Exceed customer expectations
- Optimal product handle
- Ensure cool chain
- Produce to market
- Efficient processes to hold prices low

Exceed customer expectations

Do not offer to the customer what you would not offer to your child

Instore logistics

Freshness charter, first in, first out, regular availability checks

HACCP

Continuous audits, permanent trainings

Product knowledge transfer

One to one approach with customers

Efficient processes to hold prices low

Eliminate all activities which create no added value for our customers

Quality Assurance

Supplier



GLOBAL G.A.P.
The Global Partnership for Good Agricultural Practice



Store

MC&C Quality System (HACCP)



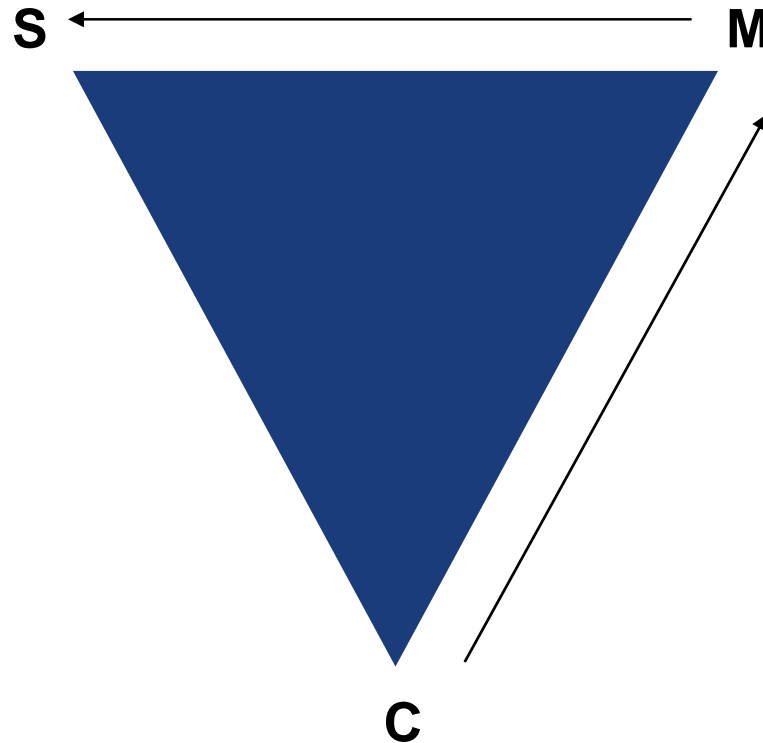
Customer



Crisis Management



Value chain – value for customers





Thank you for your attention!

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