



Логист^{RU}



Waitrose

Sainsbury's

amazon

The secret of the British supermarkets success or how to survive in a fierce competition with discounters such as LIDL and ALDI?

Last month Global Practice completed a programme of visits to UK supermarkets and distribution centres (DC), learning about the latest developments in the UK. The content of the programme was developed in conjunction with UK supermarkets and support from Russian Logistics Association (Logist.RU) and targeted areas of the logistics and food retail market identified as key learning areas for the Russian market.



We thank the experts and senior managers of the UK institutions: Amazon, Asda, Sainsbury's and Waitrose that shared their knowledge and experience with the delegates. We also extend thanks to Claire Powell and Richard Jones who made such a significant contribution to developing and delivering the project in the UK. Claire produced an excellent introduction to all of the key aspects of a modern logistics and food retail operation and Richard added further insight and analysis of market strategies.



The main topics covered were:

- Organisation of the Distribution centre (DC): innovation and optimisation in supply chain strategy, the use of new generation equipment, trusted acceptance, time critical chilled distribution, the use of advanced software to optimise processes of

receiving, storing, and shipping for a premium class warehouse, handling and storage of food products, transport logistics etc.

- Key concepts and topics in food store management: layout, maximising appearance, shelf life and storage of food and fresh products, product control, predicting demand, sales / stock control system – communication with DC, responding to variation in demand (peak-times), loyalty programmes for customers, employee relations and etc.

- Comparative analysis of different supermarket categories: the rise of the new channels - convenience, discounters, superstores and on-line; the supply challenges of multiple store formats; meeting the increasing demands and expectations of shoppers.

We are delighted with the success of the programme. We welcome the positive comments we have received from the delegates about their experiences, some of which we have included below:



"The program was extremely useful. At each location we were met by senior representatives from the organisations who gave high quality presentations, detailed tours and commentaries. The visit to SAINSBURY'S distribution centre was very useful, seeing the automated technology used for the storage and picking of fresh goods. There was also a well organised visit and an excellent presentation at the Waitrose distribution centre: we toured the DC, learnt about the main processes. There were many things that will be useful to study and consider applying in our business. Waitrose Canary Wharf supermarket - very detailed presentation and a tour of the supermarket; considered many features involved in storing, displaying and preserving the quality of Fresh products. I was very impressed with the level of speakers. A full and busy schedule, 3-4 visits/meetings a day. Visits, transfers, food and accommodation – EVERYTHING was organised accurately and on time. Many thanks to the organisers for such a HIGH level PROGRAMME. I very much want to get on the following program!", - Mark Veksler, Director, Department of Implementation of Warehouse Technologies, Pyaterochka, X5 Retail Group.



"It was not just a finely organised tour with visits to DCs and shops, it was the opportunity to communicate with colleagues from Russian companies, and -the most important thing - many thanks to the organisers for the rare chance of meeting expert professionals from Sainsbury's and Waitrose. Communication with them was extensive, subjects for discussion ranged wide and deep, and the openness and professionalism of the speakers (with length of service in the companies about 30 years!) really unique. I will separately note the quality of the organisation of the program: the logistics was faultless, and surprises only pleasant. I wish you success, I will be glad to participate in similar events", - Denis Sologub, Chief Executive, AZBUKA VKUSA supermarket.



"It was a very good program and excellent work by Global Practice staff! Most of all I liked the visit to Waitrose DC - perfect, well done to everybody! Very interestingly it is also useful. It is a pity that taking photos and video wasn't allowed. All speakers of the program were of a high level, most of all, I liked Richard Jones - the most interesting, skilful and relevant. Communication with him is a pleasure. In a word, professional!", - **Mikhail Dreizin, CEO, TD "Megalopolis"**.



"I did like everything! The program's content and the organisation were super!", - **Thomas Silinikas, Director, Department of Investments, Amberton Group**

"The first day's visit to Sainsbury's DC was most of all remembered for the impressive professionalism of the speakers of Sainsbury's DC and their openness responding to all questions. In the course of the excursion we were told in detail about the logistic processes of the company, what difficulties they face and overcome and they openly answered all questions! Very positive and welcoming! Experiencing the DCs' organisation and seeing how they operate was very important for us as we aim to develop the provision of our services. Amazon visit: process of picking and sorting of orders was optimised to the highest level, and these technologies we will surely implement in

our WMS. Information on zoning of a warehouse was also useful. In general their processes are very

clear and it was very useful for us to look at the work of an online store from the inside since it is one of the directions which we also want to develop. DC WAITROSE: impressed by the process of automation, this was at the forefront of technical innovation, something that we have pledged to implement in our standard WMS, namely tasking machinery and not an employee. Thanks a lot to speakers for the detailed presentation and tour. The WAITROSE CANARY-supermarket was stunning and most of all I was impressed by the personnel policy of WAITROSE, I have already transmitted several ideas to our Personnel Department", - **Natalya Nezhid, Project manager, "OKKAM" (Interlogistika).**



"Everything was simply perfectly organised, and at a high level. All visits were useful to us, also experiencing the organisation and how the distribution centres and supermarkets operate. This seminar showed us that our warehouse operations in the OKKAM Company, for the most part, conform to European standards. Some technologies were familiar to us (though not all), some we saw for the first time and noted to ourselves. Wishes: to add to the program IT technologies, overview of WMS and other IS which are used in warehouses. We thank you for the organisation of this programme and we are looking forward to participate on your future programmes!", - **Olga Bobrova, CEO, "OKKAM" (Interlogistika).**

Following the success of the programme we are delighted to announce that we will be running this programme again **in February / March 2017**. Registration will open **on 25 October 2016**. Please visit our website to find details of how to register and secure your place.