

Bringing demand-side implementation to the shop floor

Facilitated by ECR France

Introduction

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ECR is about fulfilling consumer wishes better, faster and at less cost

- Consumer is the focus
- Shop floor is the meeting point with the shopper



Better identify consumer needs and better
provide shopper satisfaction are the alpha
and omega of ECR strategy

ECR is about working together better, faster and at less cost

- Perfect collaboration is not only an headquarters' attitude
- Efficient working together is a reality between operational teams on the shop floor



ECR success is achieved thanks to the power of collaboration at store level and a perfect execution

Agenda

- A distinctive, strategic approach to provide consumers with comfort and satisfaction



- Efficient local assortment differentiation



- A new collaboration process leveraging point of sales data to build our joint business



- 3 companies working together, 4 teams implementing successfully on   