

## A Case Study

### Supply Chain Strategy

#### Client

A \$2+ billion, nationally recognized multi-channel retailer with a loyal customer of softlines and hardlines product.

#### Challenge

The private label product development cycle was exceedingly long due to built-in slack time and sequential processing. Merchandising was performing non-traditional activities such as product placement and cost negotiation reducing the company's negotiating leverage and distracting merchants from their primary activities. The executive team wanted to streamline the business processes and align organizational responsibilities while reducing the overall development calendar.

#### The Parker Avery Group

The Parker Avery Group is a boutique strategy and management consulting firm. We are a leading provider of strategy and business consulting services to retail and consumer goods companies. We work with our clients to help them research and develop strategies, design improved processes and execute change. We specialize in integrating customer insights and multi-channel business models.

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#### The Parker Avery Solution

The Parker Avery Group recommended new business processes that allowed for parallel activities, reduced built-in slack time and were governed by a Development calendar. Our team additionally aligned roles and responsibilities amongst the Creative Design, Merchandising, Technical Design and Sourcing groups.

The suggested improvements are being implemented in a phased manner:



Through this effort, Parker Avery was able to design the new business processes and supporting time and action calendar, recommend the organizational responsibilities, train end users on roles and responsibilities and recommend a rollout plan.

#### Results

As a result of the project, the client has initially experienced a reduction in the Development cycle by more than 8 weeks while vastly improving the adherence to key time and action calendar milestones.