WEDF 2010
Rose International Briefing
Economic Crisis WILL Come Again

• Be prepared for tighter credit
  • Stockpile profits to be able to invest at crisis
  • Build strong relationships with at least two banks

• Be prepared for margin pressure
  • Make building efficiencies and wringing out cost part of your ongoing focus
  • Broaden your customer base some will weather the storm better than others
  • Offer services that create efficiencies for your customers – not just added cost
Supply Chain Efficiencies

Are here to stay

• Grow through aggressive organic growth
  • Take risk
  • Invest
  • Measure Performance
  • Focus on Customer Retention and Referral
• Grow through JV’s – Rose did not but we saw shrinking vendor lists early so worked to grow organically.
  • Meet firms at conferences such as these
  • Take your time to ensure a win-win for both businesses exists
• Increase capacity with partners
  • Invest in technology to bring partners seamlessly into your delivery system.
  • Remove redundancies and rely on partners to reduce cost.
Volatility in Market Demand

Staff with Flexibility

• Utilize low cost economies to build scale and flexibility into your delivery system
  • Flexible Staff
  • Cross-training
  • Multiple Teams in different geographies that can turn when demand spikes in one area

• Technology
  • Build the technology that allows for dispersed workforce
  • Build the technology that can quickly show demand changes
  • Build technology to show inventory, supply chain levels
Grow Smaller while you grow larger

• Be accessible
  • Single POC – VOIP
  • Covered email distribution lists
  • Direct access through web portals (RFriends)

• Custom systems
  • Integrate suppliers
  • Measure supplier performance
  • Level playing field to have suppliers focus on delivery and result in best price (MSP’s).
The world is ripe for Innovation

• Customers want more than ever to drive cost out
• Innovations in supply chain, marketing, infrastructure – all aspects of business are better received now than a year ago. (DPOP).
• Focus more on value – Value is derived from customer needs. Supply is derived from suppliers production – the two are colliding and must become one!
  • Customers want partners who drive cost out
  • Supply chain partners need to focus on delivering the value experience to the right customer at the right time.
    • Market Analysis
    • Target / Market Research