



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

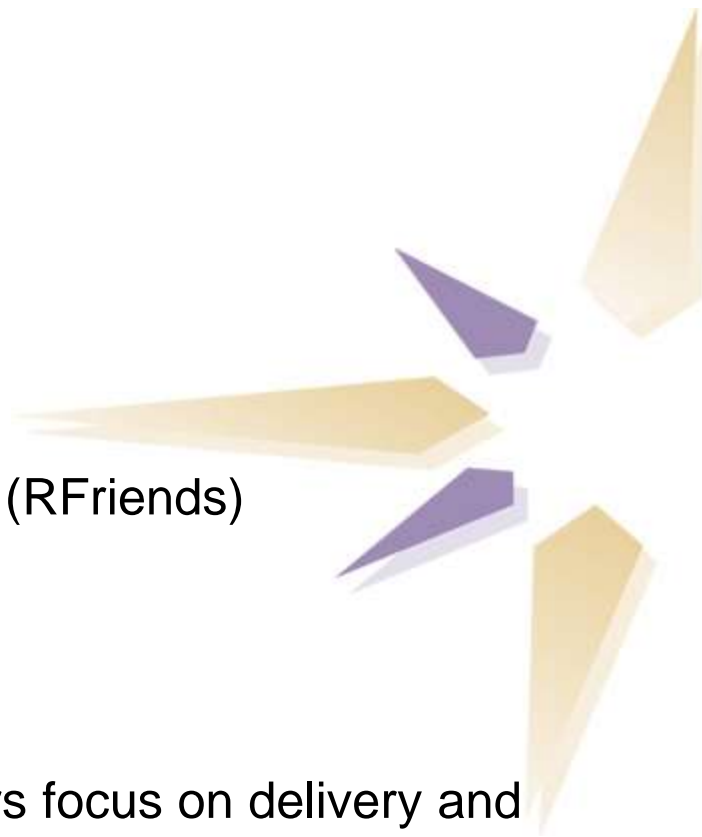
- Utilize low cost economies to build scale and flexibility into your delivery system
 - Flexible Staff
 - Cross-training
 - Multiple Teams in different geographies that can turn when demand spikes in one area
- Technology
 - Build the technology that allows for dispersed workforce
 - Build the technology that can quickly show demand changes
 - Build technology to show inventory, supply chain levels



IT and Communications Role

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).





Gap Assessment Drives Growth

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