

1. Record Nr.	UNINA9910556879303321
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Titolo	How to Save the FMCG Industry : A Practical Guide for Building Collaboration between Suppliers and Retailers // by Chris Leach
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2022
ISBN	9783030929862 9783030929855
Edizione	[1st ed. 2022.]
Descrizione fisica	1 online resource (250 pages)
Disciplina	658.788 658.7
Soggetti	Sales management Retail trade Sales and Distribution Trade and Retail
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Chapter 1: Introduction-why do we need to look again at collaboration? -- Chapter 2: The FMCG Market-Where we've come from, where we are now, and the problem we face -- Chapter 3: The Theory, and How it Applies to the FMCG Industry -- Chapter 4: Collaboration in Action; Four Case Studies -- Chapter 5: Collaboration Under the Microscope-A Cross-Case Analysis -- Chapter 6: The New Model of Collaboration -- Chapter 7: Summary and Conclusions-Making the Move Toward Real Collaboration.
Sommario/riassunto	In the fast-moving consumer goods industry (FMCG), collaboration is often cited as the logical way for suppliers and retailers to create value. Yet, suppliers' experience has shown that doesn't always happen, due in large part to the power of the retailer and a focus on the short term. In the last thirty years the industry has seen rapid change, with the growth of discounters, online shopping and consolidation of retailers. These changes have brought more opportunities to the industry but also more complexity, challenges and costs to manage for both sides. It's no secret that retailers have sought to leverage their increasing

power with suppliers with never ending discussions of cost reduction, while suppliers attempt to engage them with discussions for longer term growth. This results in tension, with the retailer interested in short term activity and the supplier interested in supporting medium term growth. How can these two parties work together to deliver value to the consumer and shopper and ultimately, support the industry? This book presents first-hand research on how to navigate through these challenges. It identifies new and relevant tools and techniques to develop better, and more valuable collaboration between retailers and suppliers in today's challenging markets. In this notoriously secretive industry, the full value and opportunities of collaboration between retailer and supplier has yet to be fully accomplished. Traditional ways of working need to change if the industry has a chance of succeeding into the 21st century. With case studies, examples and practical frameworks, this book brings a focus onto the industry, whilst at the same time providing implementable ideas, suggestions and solutions to improve value creation in this business-to-business context.
