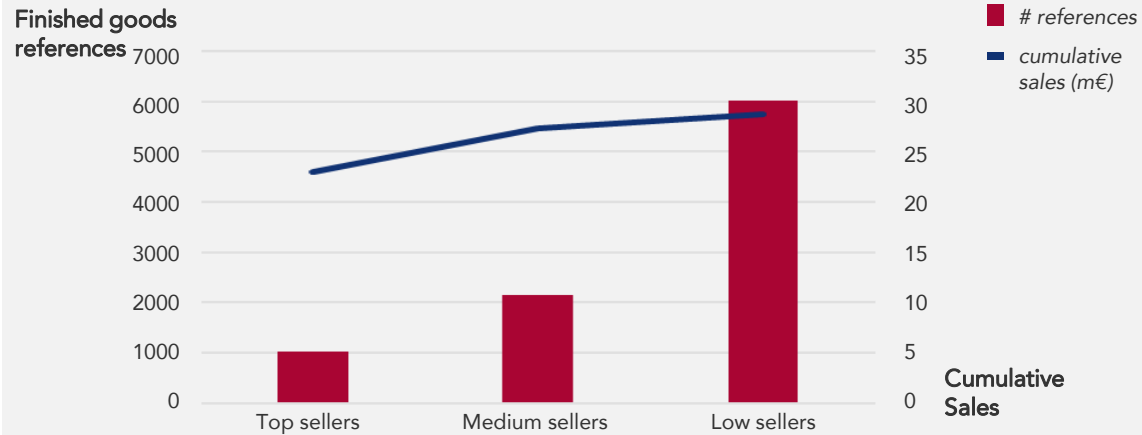
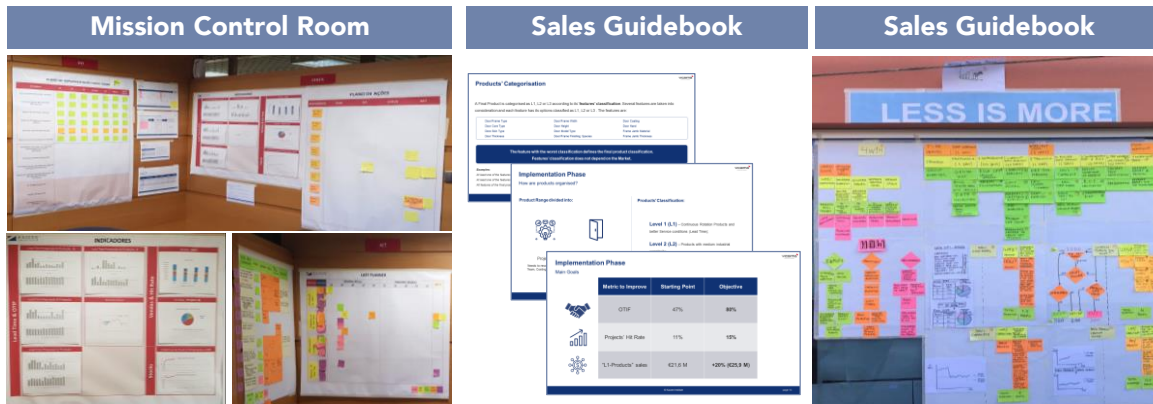


Portfolio Optimisation

PICTURES BEFORE



PICTURES AFTER



Problem

- High dispersion of sales
- 11% of products correspond to 80% of Sales: Top sellers
- Too many options to set up the product: 246 model types x 196 finishing options

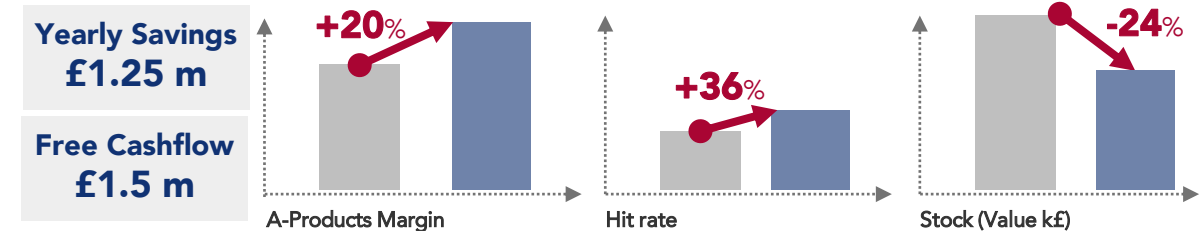
Root causes

- Lack of knowledge of product range amongst Sales Team members
- Long Lead Time of product development (with similar choices available)
- Low Hit Rate
- High levels of raw materials stock

Solution approach

- Variety Reduction Programme: rationalisation of the product range
- Raw materials references review
- Negotiation with suppliers improvement
- New Costing and Budgeting Method
- Definition of new standards for replenishment and sales guidebook
- Awareness of different markets and projects margin

Benefits



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