

## Sourcing Strategy

*Development of a sourcing strategy to improve quality, design, and execution of new products to market, including the rollout of an integrated customer insights tool.*

### The Client

A \$350B+ retail business with multiple channels operating more than 3,500 stores in the United States.

### The Challenge

The client operated a \$15B+ growing private brands business with limited resources. They were looking to improve pipeline, product specification, sourcing, testing, and management processes.

The company also desired to integrate customer insights into their product development process. Furthermore, the client was targeting a reduction of \$700M in supply chain costs.

### The Parker Avery Solution

The Parker Avery Group worked collaboratively with a small team of the client's internal subject matter experts to define the future business processes, organizational model, roles, timing, and tools. The scope included developing a detailed sourcing strategy to improve quality, design, and execution of new products to market. An integrated initiative also defined the process and tools to capture customer insights across channels and seed product design and quality.

### The Result

As a result of the project, the client has experienced a several hundred-million-dollar reduction in supply chain costs and an improvement in private brands quality. The project was identified as one of the client's most successful and meaningful projects of the calendar year. The client's executive sponsor received special recognition for the value created.



Parker Avery key activities included:

- Definition of future processes; swim lane level
- Outline of organization roles and responsibilities
- Development of roadmap and change management plan
- Design and rollout of integrated private brands and merchandising calendar
- Definition of sourcing optimization process
- Design and rollout of integrated customer insight process and tool