



Evropský sociální fond
Praha & EU: Investujeme do vaší budoucnosti



Ekofórum

dne 15. listopadu 2011 se koná v RB 337 ekofórum v rámci projektu OPPA:
„Kvalitní vzdělání je efektivní investice do lidského kapitálu – cesta k uplatnění
absolventů VŠE na trhu práce“ na téma:

Retail v České republice

přednášející:

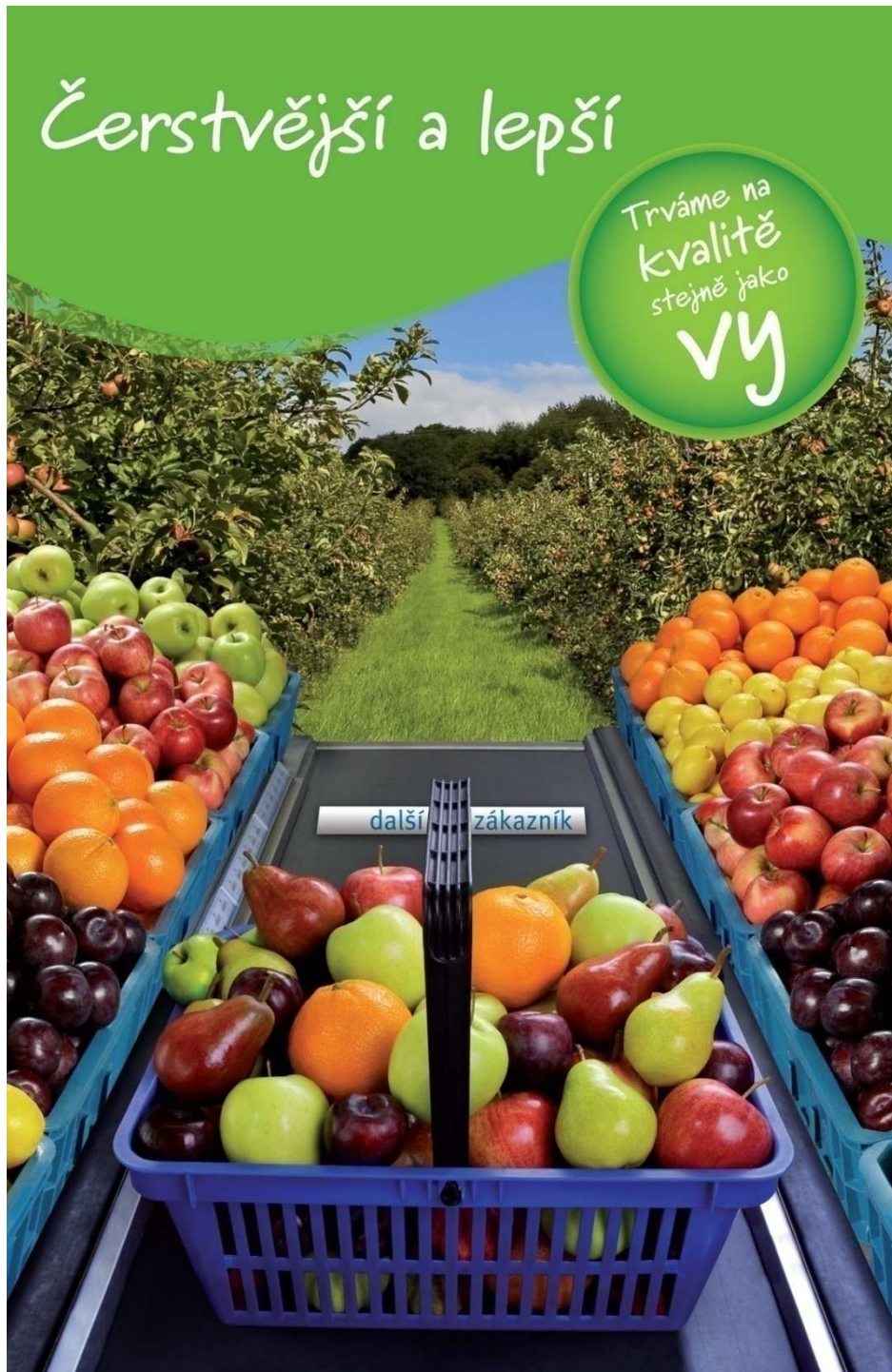
Ing. Roman Keller

Supply Chain Replenishment Director, Ahold Czech Republic, a.s.

a

Ing. Klára Houřová

District Manager, Ahold Czech Republic, a.s.



Čerstvější a lepší

Trváme na
kvalitě
stejně jako
vy

další zákazník

Albert Supply Chain

Roman Keller

Nov 2011





over 140 000 employees serving customers in 3 500 stores in europe and usa.
another 3 000 stores in joint venture stores

Better choice. Better value. Better life. Every day.





- 1991 established first supermarket MANA in Czech Republic
- Food retailer operating 280 stores
 - 55 hypermarkets (sales area above 2500 m², at least 20 000 SKU's)
 - 225 supermarkets (average sales area of 800 m², from 3 000 to 8000 SKU's)
- All brand names in past (MANA, SEZAM, PRIMA, HYPERNOVA, ALBERT)
- 2001 first HYPERNOVA in Slovakia
 - 21 hypermarkets HYPERNOVA
 - 4 supermarkets ALBERT



Our fundamentals



Win the heart of our employees

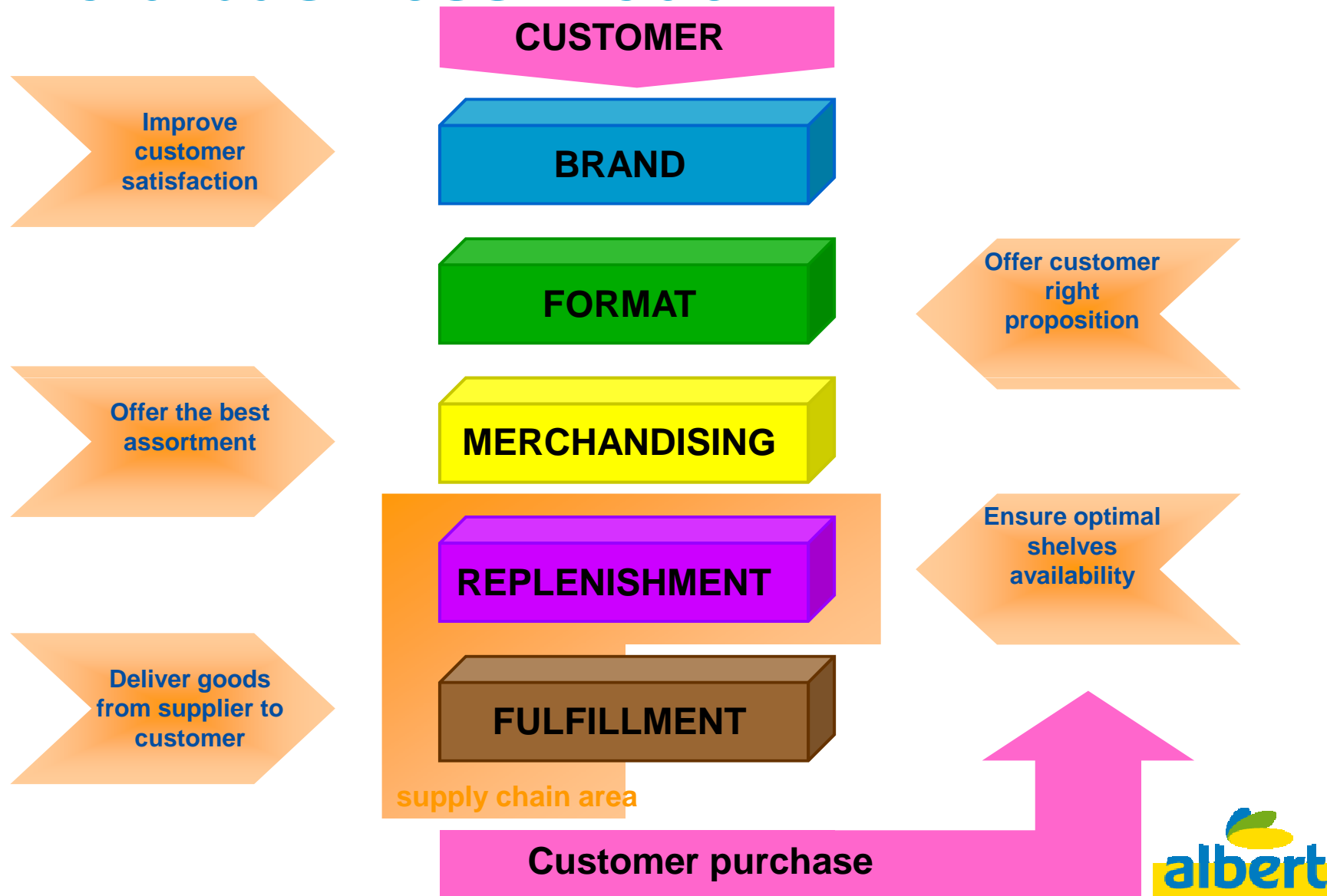


Management

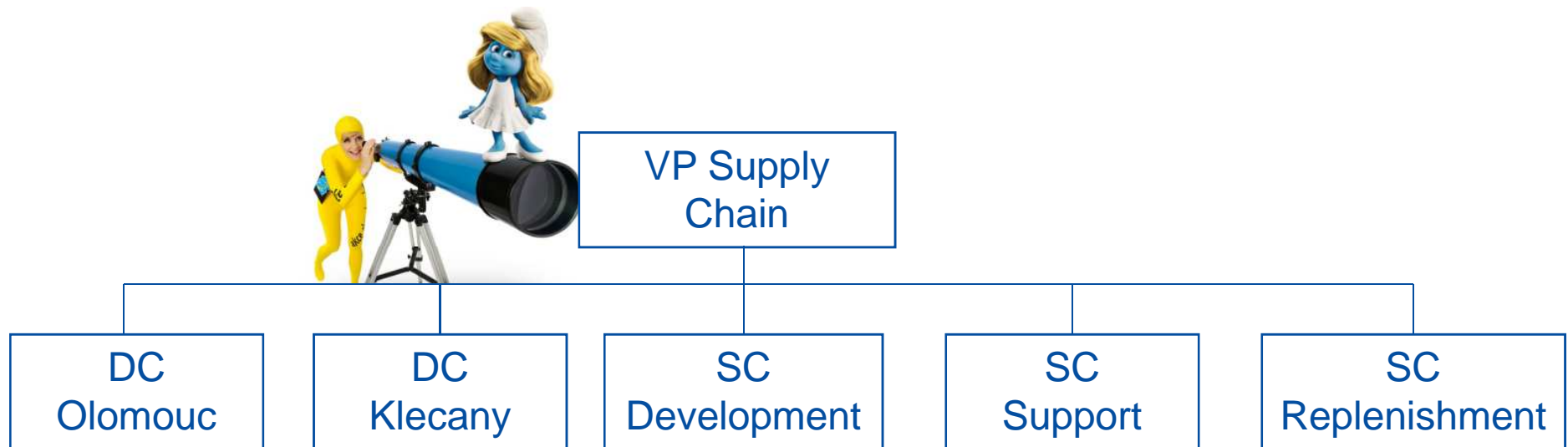
- **CEO, AHOLD Czech Republic**
 - Jan van Dam
- **Chief Financial Officer**
 - Derk-Jan Terhorst
- **Vice President Operations**
 - Michal Pavelka
- **Vice President Marketing , Format & Merchandising**
 - Lukáš Urbánek
- **Vice President Human Resources**
 - Jan Ambrož
- **Vice President Supply Chain**
 - Milan Strieženec



Ahold business model



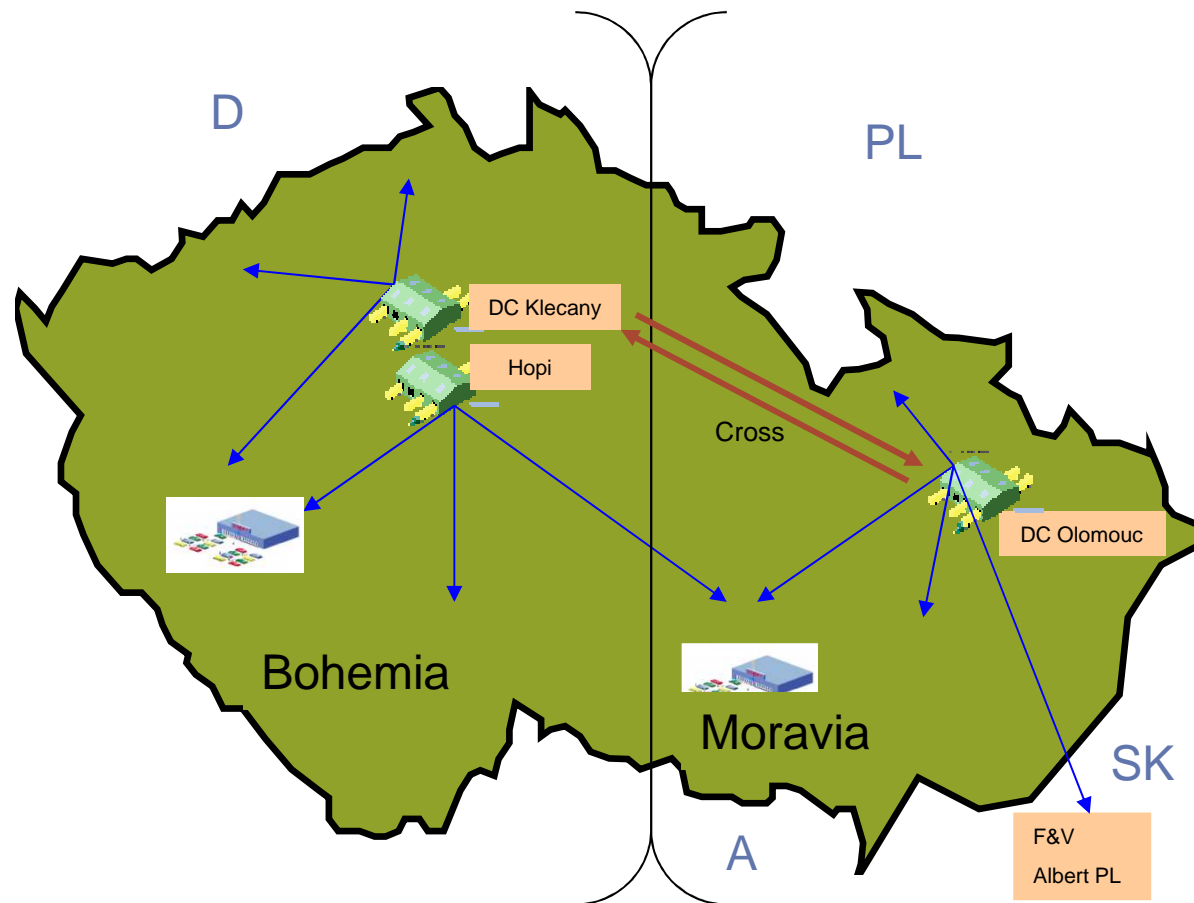
Supply Chain organization



Logistic infrastructure

DC Klecany	RDC Dry RDC Fresh National DC Meat Products National DC Non Food National DC NFR
DC Olomouc	RDC Dry RDC Fresh National DC Dairy National DC Dry
LSP Hopi	Frozen

Direct Store Delivery	Fresh Fish Bread Local Non Food Multimedia
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DC OLOMOUC



DC OLOMOUC

- Operating since 1997
- Area - 45 000m²
- Assortment
 - Dry Fast... fast moving drinks, food & chemistry
 - Dry Slow... slow moving drinks (spirits) food & chemistry
 - Fresh...Dairy, Meat Prod., Meat and F&V except slow moving Meat Prod.
 - 13 000 SKU's in total
- Served territory:
 - Moravia by Fast moving goods
 - All Albert's by Slow moving goods
 - Slovakia by Meat, F&V and defined food Private labels
- 600 employees in three shifts operations working 7 days a week
- Operating with 3 transport companies



DC KLECANY



DC KLECANY

- Operating since 2001
- Area - 40 000m²
- Assortment
 - Dry Fast... fast moving drinks, food & chemistry
 - Dry Slow... slow moving drinks (wine & soft drinks)
 - Non Food...textile, garden, DIY,.....
 - Fresh...Dairy, Meat Products, Meat and F&V except slow moving Dairy
 - 7 700 SKU's in total
- Served territory:
 - Bohemia by fast moving goods
 - All Albert's by Non Food & slow moving goods
 - Slovakia by Non Food
- 500 employees in three shifts operations working 7 days a week
- Operating with 1 transport company



Dry warehouse

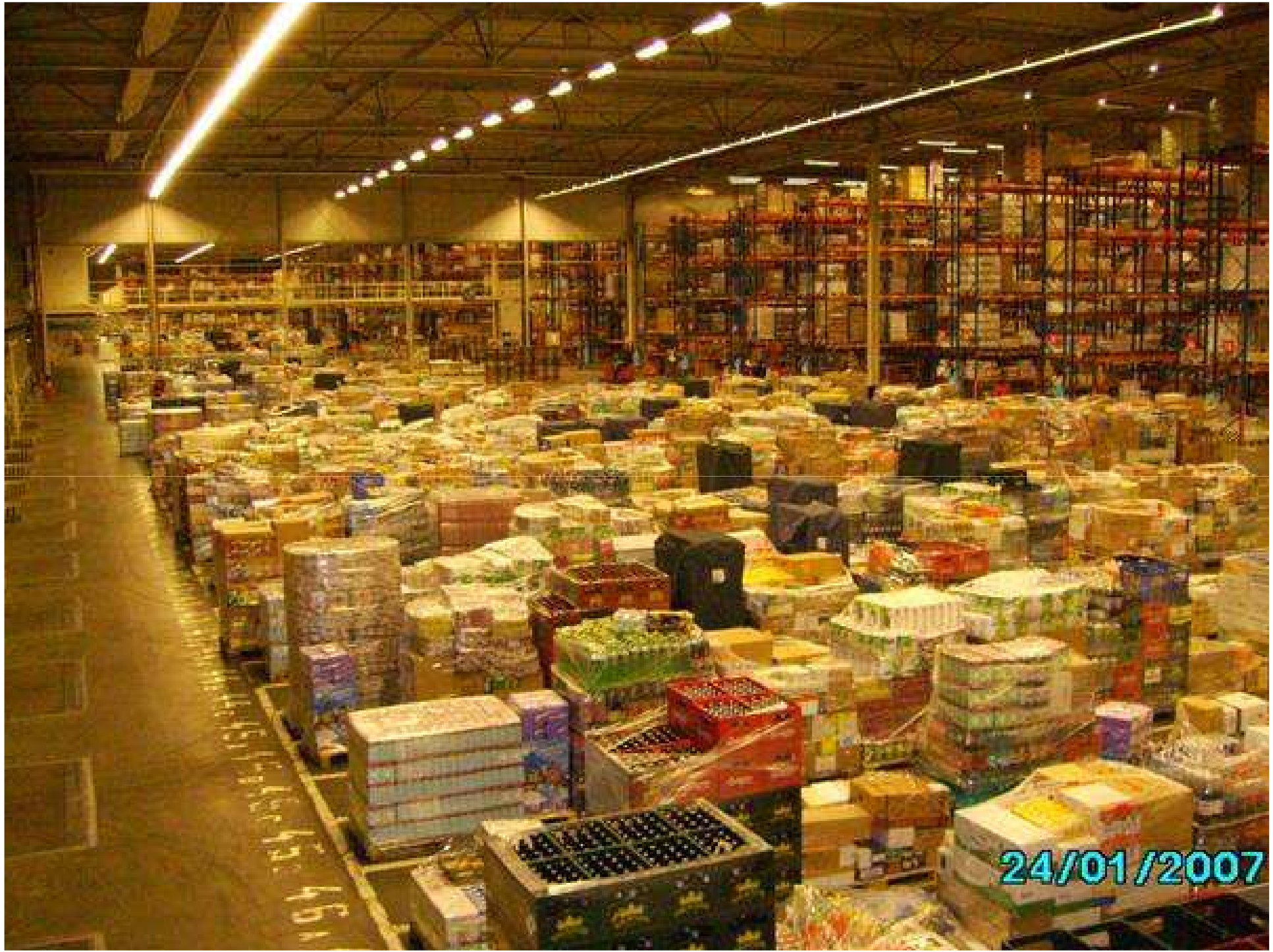


Fresh warehouse



Returnable's

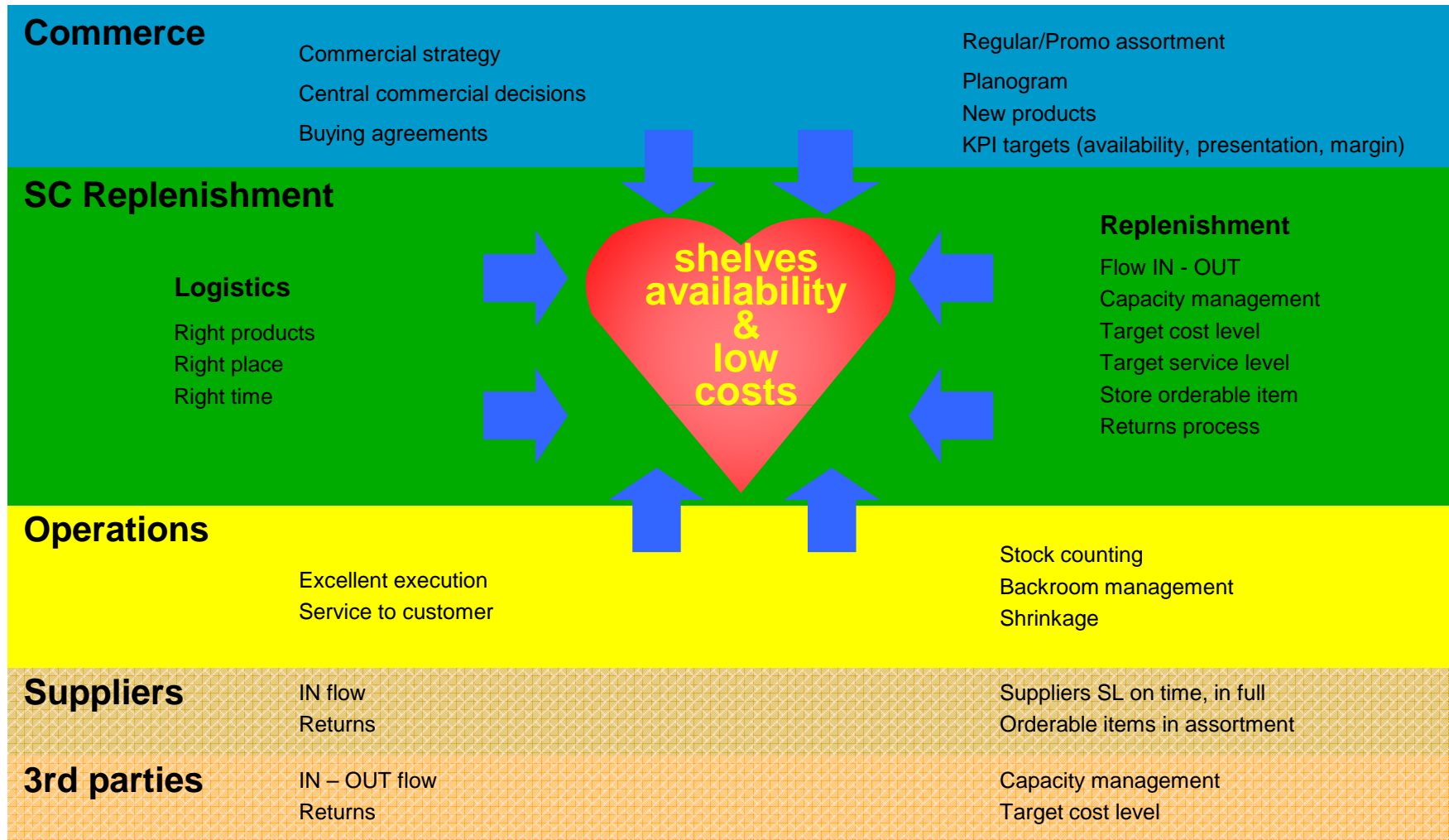




Replenishment



End 2 End Supply Chain cooperation



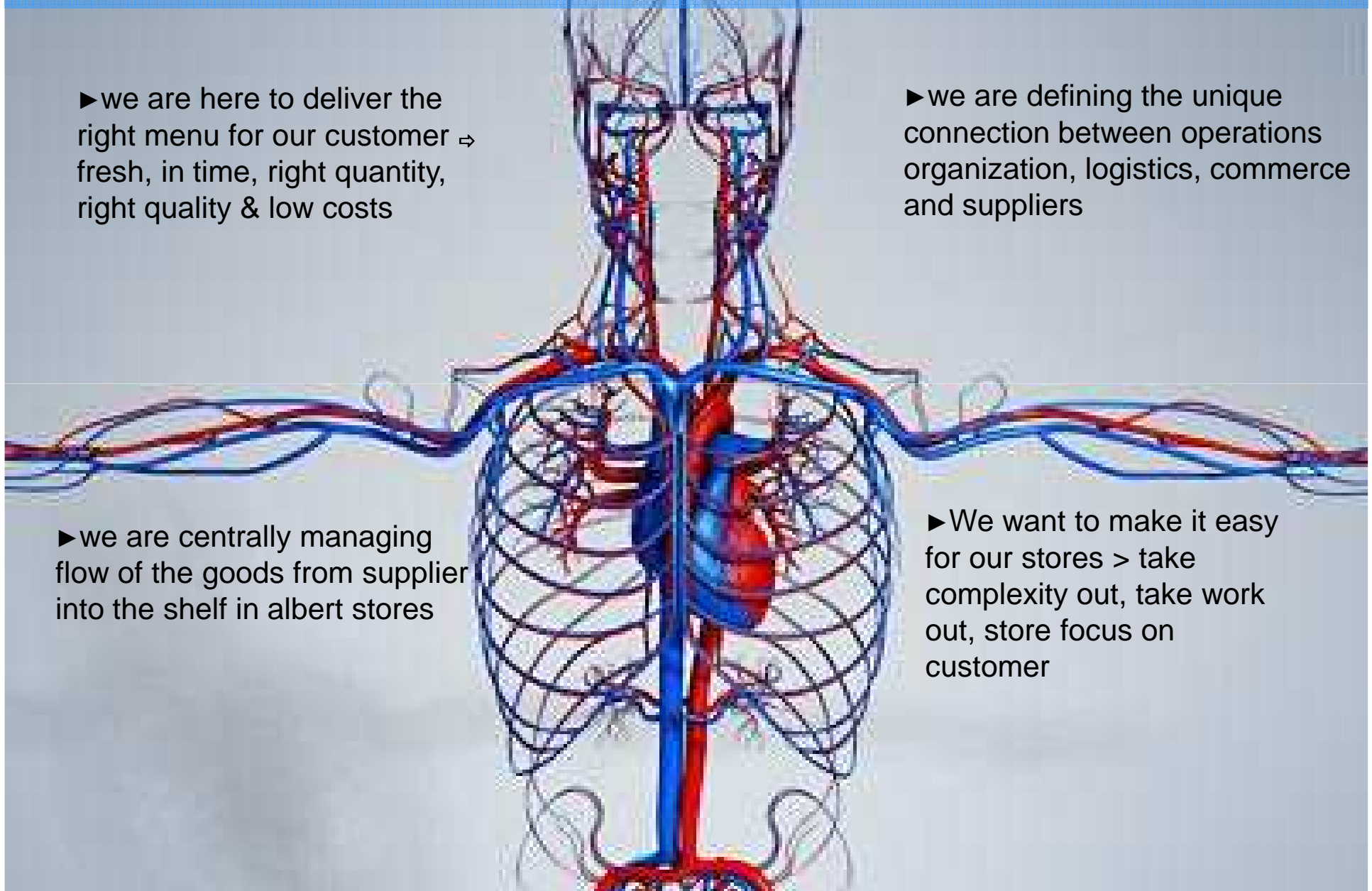
we are the director of the goods flow having all processes under control

▶ we are here to deliver the right menu for our customer ⇒ fresh, in time, right quantity, right quality & low costs

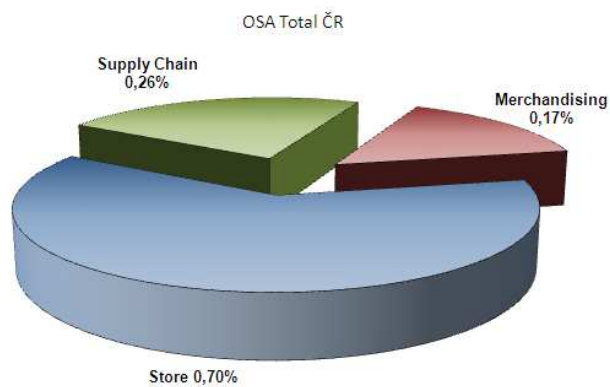
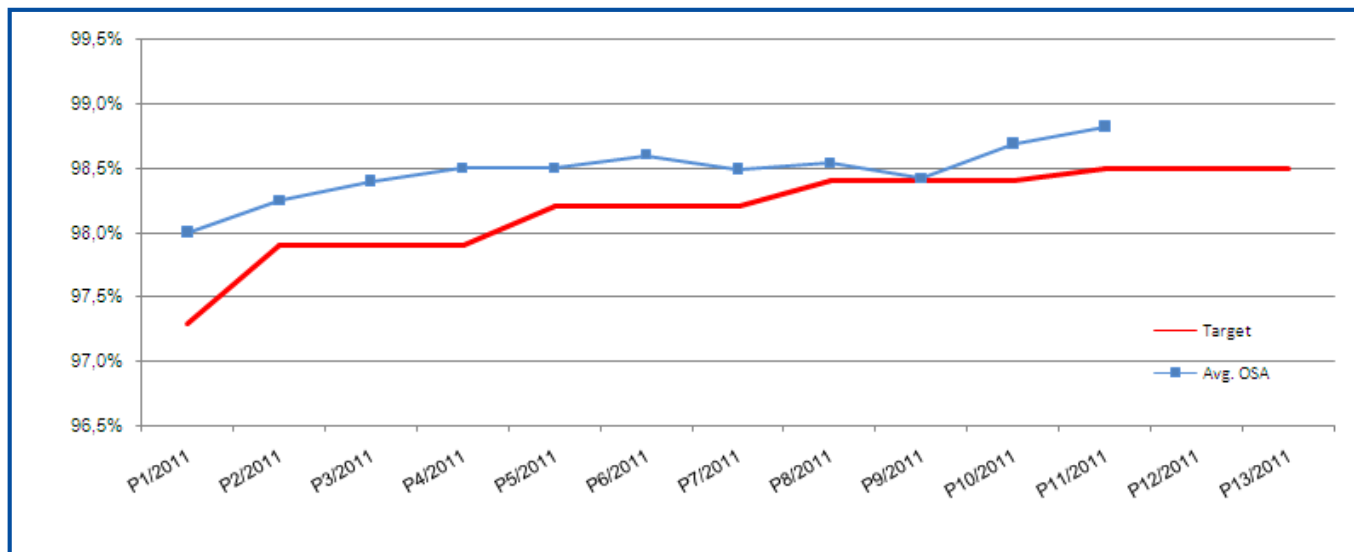
▶ we are defining the unique connection between operations organization, logistics, commerce and suppliers

▶ we are centrally managing flow of the goods from supplier into the shelf in albert stores

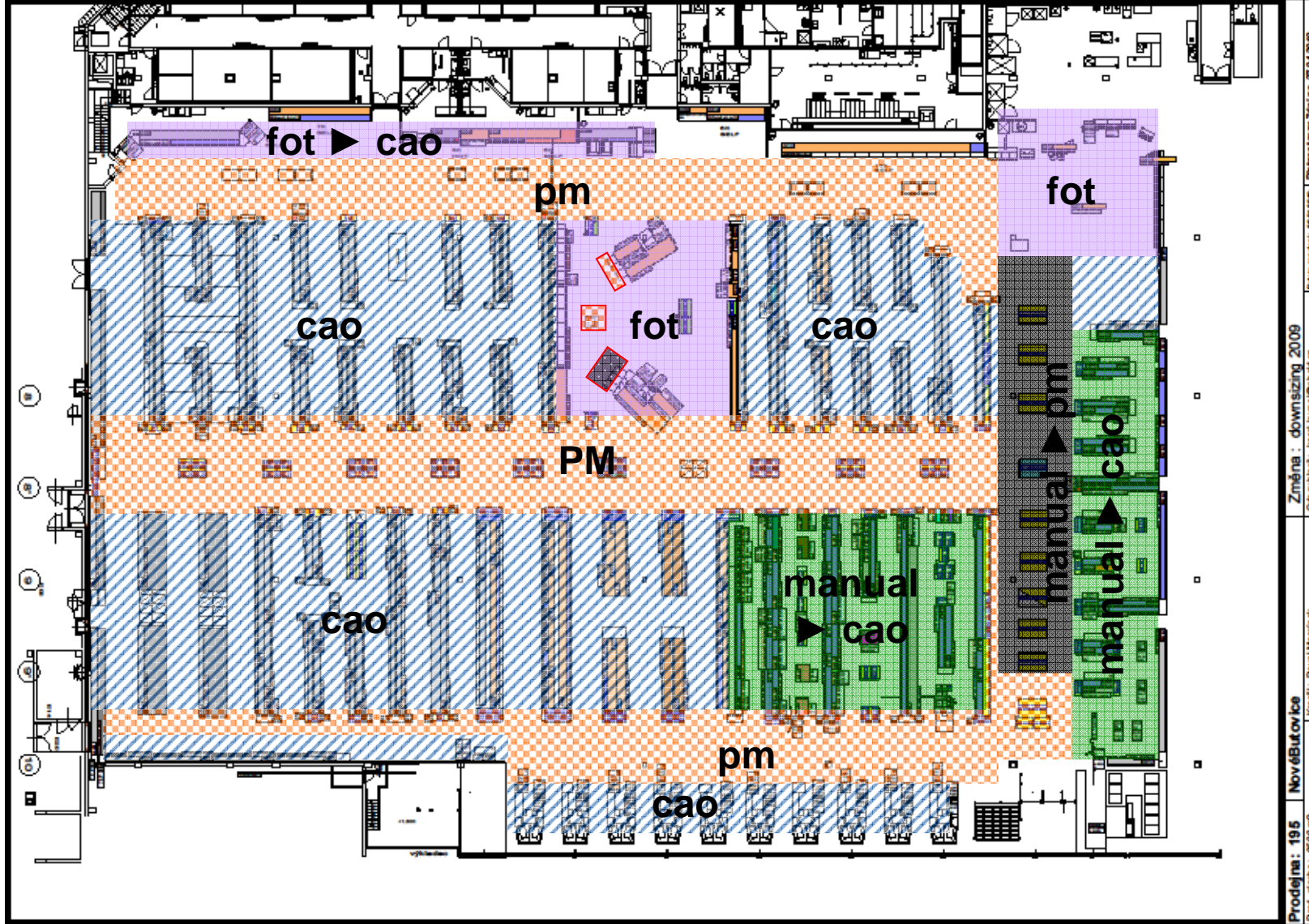
▶ We want to make it easy for our stores > take complexity out, take work out, store focus on customer



On Shelves Availability first!



Store replenishment tools



Computer Assisted Ordering (CAO)

Informace o položce - Microsoft Internet Explorer: AHOLD

Informace o položce

EAN/PLU: 24598118
Položka : COCA-COLA ZERO 1L
Dodavatel: 217 DC KLEČANY
Číslo položky: * 459811 COCA-COLA ZERO 1L (12)
EAN pro obj.:

Velikost balení: 12
Zůstatek skladu: 106
Na cestě: 0

Stav položky: Aktivní
Kód váhy: Množství
AOB: Ano

[Historie změn položky](#)

Statistika prodeju

Váha dne v týdnu

Den	Váha
38	100
39	100
40	100
41	105
42	60
43	75
44	70
45	65
46	80
47	70
48	75
49	70
50	60
51	90
52	75
53	45
1	60
2	55
3	55
4	80
5	75
6	75
7	70
8	45
9	65
10	110
11	100
12	100
13	90
14	80
15	80
16	85

PO	11,93 %
ÚT	14,01 %
ST	14,10 %
ČT	13,60 %
PÁ	21,40 %
SO	14,58 %
NE	10,38 %

Další informace

Min. prezentací úroveň: 15 SKU
Max bezp. zásoba: 7 Dny
Citlivost: stř
Min.obj. mn. 0 RP

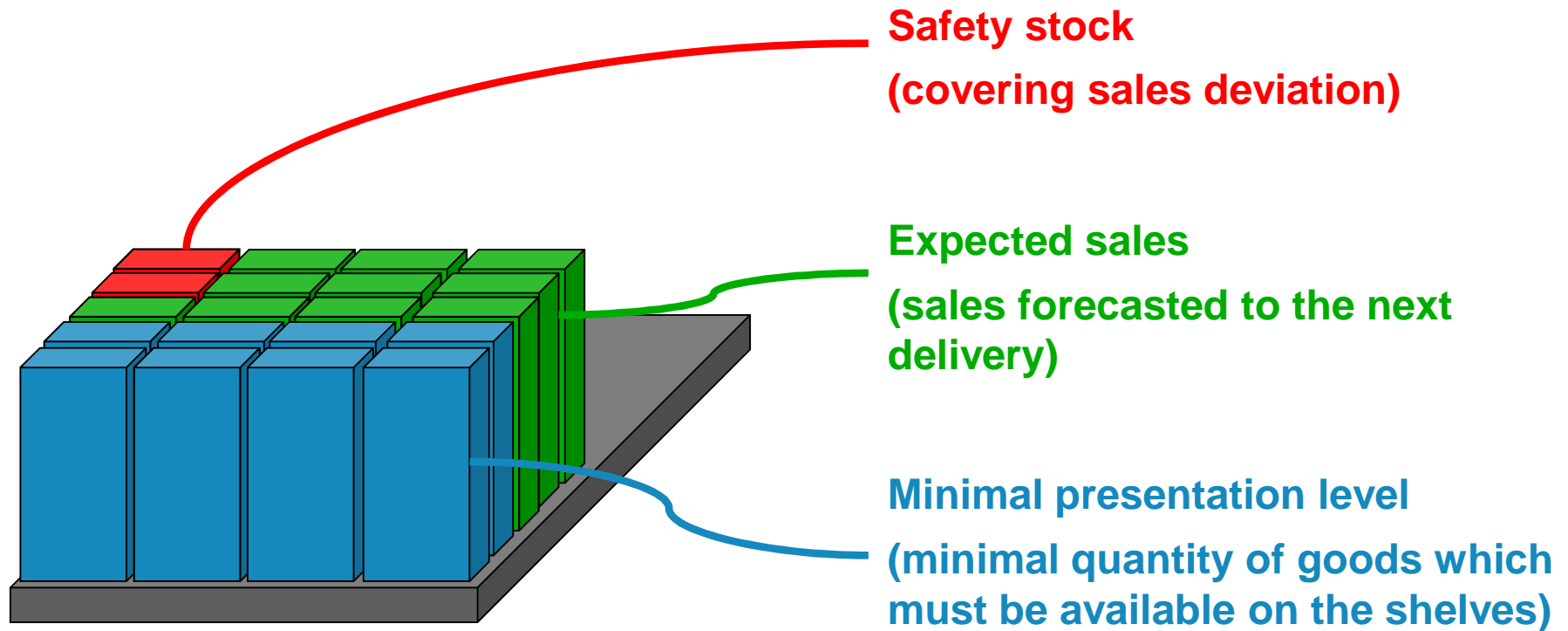
Kategorie obj.: C
Metoda plánování: LS
Servisní úroveň požadovaná: 96,0

Plán prodeje: 51,95 Mn/týden
Bezpečnostní zásoba: 22,73 Mn/týden
Man. vytv. plán prodeju: Mn/týden



Orders calculation

How much will CAO order?





Planogram
abundance



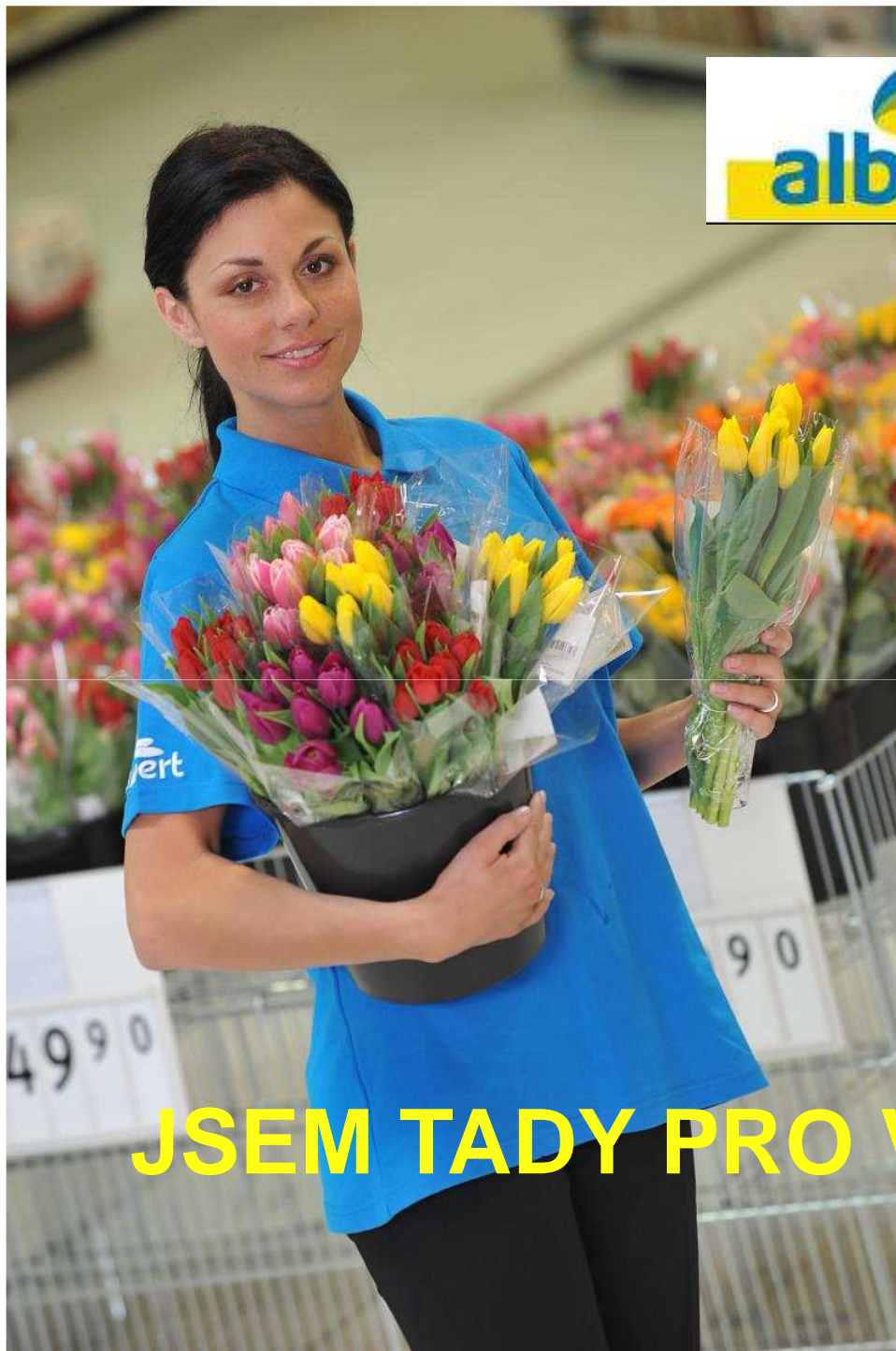
Full usage of all
ordering and delivery
windows

Correct
stock

Correct
order

Full shelves





JSEM TADY PRO VAŠE DOTAZY