"We found that both collecting the information and analyzing the results for SLC’s Benchmark study was very useful. It clearly identified opportunities that L’Oreal would otherwise not have been aware of.”

George Blizard
Sr. VP of Supply Chain
L’Oreal

Why Benchmark?

POP Customization activities represent a cost of over $14 billion per year within the CPG market -- growing at an annual rate of over 3%. Customization business processes have a significant impact on your profitability, service levels, and customer satisfaction.

Improving overall productivity and maximizing resource effectiveness is essential to every company’s survival. Benchmarking is an innovative and aggressive process that enables companies to quickly and easily identify critical opportunities within their businesses. Leading companies from a broad base of industries use Benchmarking as a means for enhancing their annual and strategic planning processes.

For over a decade, Seber Logistics Consulting, Inc. (SLC) has emerged as the recognized early proponent and preeminent expert in Benchmarking and Supply Chain consulting. As a result of SLC’s previous Benchmark Studies, our clients have made significant progress with improving operational performance.
The Trade Customization Benchmark Study will focus on obtaining input from a cross-section of cooperating companies. The study will provide participants with insights including:

- how customization supply network structures impact costs and inventory levels
- outsourcing trends
- assembly and fulfillment strategies
- planning horizons and cycle times
- trade customization practices
- returns, scrap/rework and slow moving/obsolete
- key performance measurements and indicators

**Participants**

Alberto Culver  
Church & Dwight  
Clorox  
Colgate-Palmolive  
Coty  
Eastman Kodak  
Energizer  
Henkel  
High Ridge Brands  
Johnson & Johnson  
Logitech  

M&M Mars  
Nestle Purina Petcare  
Novartis  
Osram Sylvania  
Procter & Gamble  
Rayovac  
Sandisk  
Sanford  
S.C. Johnson  
Schick

"Benchmarking our performance with Seber Logistics Consulting, Inc. provides Johnson & Johnson with clear insight into our current executional performance as well as future issues that will help drive our customer support strategies.”

Scott Zellner  
Vice President, Operations  
Johnson & Johnson

**Improvements realized by participants include:**

- reduced costs
- shorter cycle times
- improved component utilization
- decreased scrap & SLOB
- assembly process simplification
- expanded program offerings
- enhanced service & flexibility
The SLC Benchmark Data Base™, comprised of extensive supply chain best practices, provides a solid foundation for quickly identifying and implementing highly effective, pragmatic solutions. This powerful knowledge base has been developed over 20 years of supply chain consulting projects with leading, best-in-class companies representing a broad spectrum of products, channels and industries. Our partnerships consistently yield successful results.

Deliverables

The SLC Benchmark Data Base™, comprised of extensive supply chain best practices, provides a solid foundation for quickly identifying and implementing highly effective, pragmatic solutions. This powerful knowledge base has been developed over 20 years of supply chain consulting projects with leading, best-in-class companies representing a broad spectrum of products, channels and industries. Our partnerships consistently yield successful results.

Overall Performance
- Customization Cost per 1,000 Retail Eaches Shipped to Customer
- Customization Cost as a % of Revenue
- Rework/Return/Scrap Costs
- Customization Cost per CV
- KPIs/Performance Measures
- Customization Best Practices

Business Profile
- Customization Revenue Profile
- Volume by CV Type
- CV Volume by Account Type
- Customization Revenue by CV
- Customization Revenue by Channel
- Weight/Density per CV
- Average Eaches Delivered per CV

Cycle Time
- Planning Horizons
- Customization Lead Times
- Design to Delivery
- Customer Commitment to Delivery
- Breakdown by Value Chain Steps
- Make vs. Assemble-to-Order
- Cycle Time Challenges

Assemble/Fulfill
- Fulfillment Models
- Customization Echelons
- Third Party Assembly Rates
- Assembly Cost per CV
- Material Cost per CV
- Scrap/Yield Factors
- SLOB Inventory

Strategy and Service
- Program Offerings
- Customer/Channel Strategies
- Future Direction
- Minimum Quantities
- Order Change/Cancellation Policies
- Quality Management
- Sales Life Design
- Structural Integrity
Seber Logistics Consulting, Inc. (SLC) is a management consulting firm specializing in supply chain management and operations. For over two decades, SLC has been recognized as an early proponent, leader and expert in Benchmarking and Supply Chain Consulting.

Our specialists provide professional counsel, and hands-on help that deliver strategic insight, operational expertise and powerful, tangible results.

Our solutions help companies think beyond traditional boundaries. In short, clients turn to us for recommendations that work. Our solutions do not create new problems. The strategic options that we develop have consistently advanced our clients’ corporate and organizational goals.