



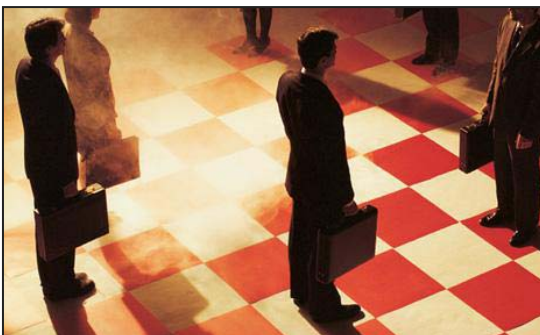
# Supply Chain Strategic Planning

## *Why Develop a Supply Chain Strategic Plan?*

Competition in today's turbulent marketplace is more intense than ever. Industry changes, tighter customer requirements, and higher corporate expectations continue to raise the performance bar. A comprehensive Supply Chain Strategic Plan enables your organization to exceed expectations by providing a structured approach to implementing Best In Class capabilities.



*“...the implications of supply chain strategy decisions can mean the difference between spending or saving millions of dollars”*



Over the past twenty years, Seber Logistics Consulting, Inc. (SLC) has emerged as the recognized early proponent and pre-eminent expert in Supply Chain Consulting and Benchmarking. In numerous domestic and global projects, SLC has successfully employed our integrated *Strategic Improvement Methodology*. This comprehensive approach enables companies to capitalize on key opportunities, while providing a clear plan for future improvement.

The **SLC Benchmark Data Base™**, comprised of extensive supply chain best practices, provides a solid foundation to quickly identify and implement highly effective, pragmatic solutions. Coupled with our “field-tested” approach, SLC is uniquely qualified to unlock the service and cost potentials currently trapped within your supply chain.

## SEBER LOGISTICS CONSULTING, INC.

*Proven solutions . . . delivered*

Establishing a formal Supply Chain Strategic Plan ensures appropriate support of customer requirements, and provides critical input for tactical initiatives.

# SLC's Approach... to Strategic Planning is objective and factual.

The scope of a Supply Chain Strategic Plan is determined through collaboration with your management team and SLC staff members -- building on your market, competitive and operational insights. Through our methodology, the team reviews corporate strategic initiatives, cost/performance gaps, and develops a comprehensive plan for supporting future business requirements.

Typical areas include:

- Procurement and Sourcing
- Pack Out and Assembly
- Demand Management
- Order to Cash Management
- Customer Interface
- Manufacturing
- Warehousing
- Transportation



The overall goal is to develop an integrated Supply Chain Strategic Plan for your organization. This will be the foundation for developing a common and transparent Supply Chain that enhances both efficiency and effectiveness. It will also ensure that your team has a clear understanding of customer/business requirements; and supply chain objectives/tactics.

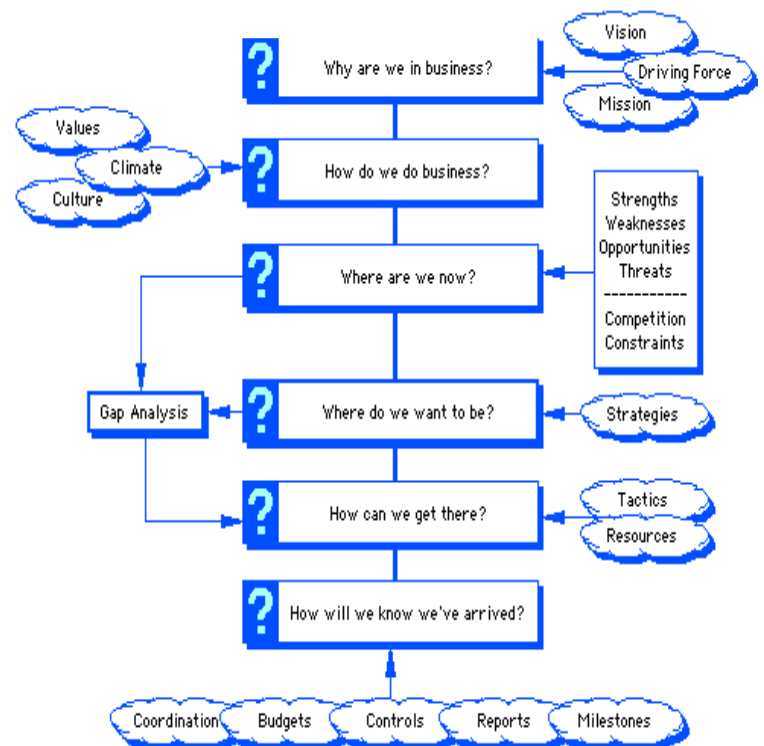
*“By leveraging the SLC Benchmark Data Base™, we accelerate the development of innovative Supply Chain solutions. This enables us to have a unique advantage over our competitors, and deliver proven solutions to our clients.”*

James J. Seber  
 President & CEO  
 Seber Logistics Consulting, Inc.

We believe that strategic planning is an inherently creative and iterative process. It is the path by which an organization transforms its collective knowledge, insights, and perceptions of opportunity into a clear vision of the future.

SLC's Strategic Planning services include:

- Scenario analysis
- Strategy formulation
- Strategic alignment



*“Developing a Supply Chain Strategic Plan with SLC provided us with clear insight into our future needs. The process defined the steps we needed to take in order to enhance customer satisfaction and realize significant cost reductions.”*

Senior Vice President, Global Supply Chain  
Major Consumer Goods Conglomerate

At Seber Logistics Consulting, we offer an approach that seeks out and evaluates the relevance of disparate collection of factual and perceptual information. We then combine a regimented analytical process with conceptual and intuitive exercises to develop a core concept of strategy.

### **1. Prepare for Development Session**

During this phase, the project leaders discuss the session’s agenda, required information, key participants, and establish the schedule. SLC will then facilitate a working session with your Management team.

*Key activities include:*

- *reviewing business plans*
- *developing “pre-work” materials*
- *coordinating meeting arrangements*
- *disseminating and compiling “pre-work” information*

### **2. Facilitate Plan Development Session**

During this phase, SLC facilitates a working session with your management team.

*Key activities include:*

- *discussing business and service requirements*
- *determining performance issues*
- *identifying and prioritizing key issues and initiatives*
- *defining elements of your strategic plan (e.g., key objectives, critical success factors, tactics, resource requirements)*
- *developing your organization’s Supply Chain Strategic Plan*

### **3. Finalize Supply Chain Strategic Plan**

During this phase, SLC will compile the results of the plan development session, document your Supply Chain Strategic Plan, and email it to your project leader.

Key deliverables of the Supply Chain Strategic Planning process include:

- A clear understanding of the corporation’s mission, vision and objectives over the next 3 to 5 years.
- Definition of the supply chain organization’s mission and purpose in supporting the corporation’s objectives and future plans.
- Identification of required changes in the supply chain organization’s role, responsibilities and requirements.
- Clarification of corporate objectives that may create conflicts and/or constraints in the supply chain’s ability to meet corporate objectives (e.g., lower distribution costs, faster cycle times).
- Establishment of specific strategic objectives for the supply chain organization.
- An iterative process and template that can be used to develop and refine the corporation’s supply chain strategy and capabilities for years to come.
- An implementation plan for each supply chain strategic objective that clearly identifies the:
  - strategic objective
  - individual responsibilities
  - critical success factors
  - timelines
  - underlying performance issues
  - performance measurements to monitor progress
  - key actions steps





# about us

## SEBER LOGISTICS CONSULTING, INC.

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### Clients Include:

- |                      |                   |                      |                       |                            |
|----------------------|-------------------|----------------------|-----------------------|----------------------------|
| 3M                   | Ciba Vision       | GNC                  | Mead Johnson          | Reckitt Benckiser          |
| Abbott               | Clairol           | Gucci                | Merck                 | Revlon                     |
| ACCO                 | Clorox            | H. J. Heinz          | Method Products       | Reynolds Consumer Products |
| Acuity               | Colgate-Palmolive | Henkel (Dial)        | Moen                  | Rich Products              |
| Alberto Culver       | ConAgra           | Hershey              | Mott's                | S.C. Johnson               |
| Alcoa                | Coty              | Hewlett-Packard      | Nestlé                | Sandisk                    |
| Anchor Foods         | CVS               | Hill's Pet Nutrition | Nestle Purina Petcare | Sanford                    |
| Andrew Jergens       | Del Monte         | Hoffmann-La Roche    | Neutrogena            | Sara Lee                   |
| Apple Computer       | Diamond Foods     | J.M. Smucker         | Newell                | Schering-Plough            |
| Avery Dennison       | Dole              | Johnson & Johnson    | Norelco               | Schick                     |
| Barilla America      | Eastman Kodak     | Johnsonville Sausage | Novartis              | StanleyWorks               |
| Bausch & Lomb        | Eli Lilly         | Kellogg              | Ocean Spray           | TaTa Global Beverages      |
| Baxter Healthcare    | Elizabeth Arden   | Kraft Foods          | Osram Sylvania        | Teknor Apex                |
| Bayer                | Energizer         | L'Oréal              | Otis Spunkmeyer       | Uncle Ben's                |
| Becton Dickinson     | Estee Lauder      | Land O' Lakes        | Perrigo               | Unilever                   |
| BIC                  | Exel              | Lifescan             | Pfizer                | US Oncology                |
| Black & Decker       | Ferrero USA, Inc. | Logitech             | Philip Morris         | Vistakon                   |
| Bristol-Myers Squibb | Fuji Photo Film   | M&M Mars             | Pinnacle Foods        | Welch's                    |
| Bush Brothers        | General Mills     | Malt-O-Meal          | Playtex Products      | White Wave Foods           |
| Cadbury Adams        | Georgia Pacific   | Martin Brower        | Polaroid              | Wrigley's                  |
| Campbell Soup        | Gerber            | Mary Kay Cosmetics   | Procter & Gamble      | Wyeth                      |
| Chesebrough-Pond's   | Gillette          | Maybelline           | Quaker Oats           | Xerox                      |
| Church & Dwight      | Glaxo SmithKline  | McCormick Foods      | Rayovac               | Zwilling J. A. Henckels    |

*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.*

*We are independent and objective. We have no affiliations with any potential service providers and do not market any third party software or products. SLC selects and uses the modeling application that best fits our client's and project's needs. We work solely on your behalf.*

*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.*

**Proven solutions . . . delivered**