

European Supply Chain Director Survey 2009

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Abstracts

The 2009 Analytiqa European Supply Chain Director Survey presents a strategic perspective of logistics activity, performance and future trends, based on primary information and opinion gathered directly from senior professionals. Businesses today are defined by their supply chains, a source of competitive advantage if managed effectively. With the global economy redefining the dynamics of industry competition, today's faster

paced markets demand speed, flexibility and innovation. The report assesses the dynamics of the decision making currently employed by manufacturers and retailers across Europe in driving their supply chain strategy. This unique and privileged perspective, based on insight collected and analysed by Analytiqa from an independent and unbiased standpoint, provides you a critical window into the views and concerns of Supply Chain Directors.

How can this report benefit your business?

This report will assist you to better understand a demanding and challenging client base or simply benchmark your own thoughts, opinions or day-to-day operational experiences.

Understand the key drivers for in-house and outsourced logistics decisions

Identify future investment drivers and trends

Analyse the evolving role of both 3PLs and 4PLs

Assess the performance of supply chains within European retailers and manufacturers

Strategic Planning

Use the report to assess and compare current operations

Key Drivers - Identify major trends and the dynamics shaping the market

Future Focus - Develop future strategic plans based on customer or peer group insight

Expert opinion - Align your strategy with the current thought leadership of SC Directors in leading organisations

Decision Criteria - Better understand what criteria senior management use to assess supply chain performance

Primary Research - Valuable operational insight and opinion unavailable from any other published source

Scope of this report

As a supplier, customer or logistics service provider, this research will enable the informed identification and targeting of key drivers impacting on the decision making and supply chain strategies of major manufacturers and retailers across Europe. Use the report to:

Gain insight into the supply chain decision making process

Understand where budgets are held and who holds influence

Analyse supply chain activity by geographic scale

Identify the dynamics of the tender / outsourcing process

Evaluate the operational performance and strategic contribution of 3PLs

Collect opinion on key issues such as pan-European capability or the 4PL model

Contents

CHAPTER 1 EXECUTIVE SUMMARY

1.1 Supply Chain Structure and Decision-Making

Figure 1.1: 15.4% of retailers and manufacturers do not make supply chain decisions at board level, 2009

1.2 Logistics Operations and Outsourcing Dynamics

Figure 1.2: 3PLs must demonstrate a favourable cost-performance ratio, 2009

1.3 Evaluation of Logistical Competence

Figure 1.3: Supply chain performance has 'slightly improved' between 2008 and 2009

1.4 Strategic Supply Chain Development

Figure 1.4: Pan-European logistic providers are becoming more effective, 2009

CHAPTER 2 INTRODUCTION

2.1 Research Objectives

2.2 Report Structure

2.3 Research Methodology and Data Definitions

CHAPTER 3 KEY ASSUMPTIONS AND ACTION POINTS

3.1 Key Assumptions

Supply Chain Structure and Decision Making

Logistics Operations and Outsourcing Dynamics

Evaluation of Logistical Competence

Supply Chain Development

3.2 Key Action Points

Effective Partnership Search and Selection

CHAPTER 4 SUPPLY CHAIN STRUCTURE AND DECISION-MAKING

4.1 Introduction

4.2 Strategic Decision-Making

4.2.1 Decision Making at Board Level

Figure 4.1: Retailers and manufacturers that do not make supply chain decisions at board level, 2009

Table 4.1: Share of logistics decisions taken at board level, 2009

4.2.2 Supply Chain Influence at Board Level

Figure 4.2: Share of companies that no longer include Supply Chain Directors at Board level, 2009

Table 4.2: Supply chain influence at board level, 2009

4.3 Supply Chain Decision Makers

4.3.1 Responsibility within the Supply Chain

Table 4.3: Recognising positions of responsibility within the supply chain, 2009

Figure 4.3: Share of Supply Chain Directors that are primary 'decision-makers', 2009

Figure 4.4: Share of Transport Directors that are primarily 'influencers', 2009

Figure 4.5: Share of Warehousing Directors that are 'budget holders' or 'decision-makers', 2009

4.4 Investing in Human Resources

Figure 4.6 Overall supply chain headcount has risen between 2007 and 2009

Table 4.4: Trends in the size of supply chain departments from 2007 - 2009

4.5 Key Findings

CHAPTER 5 LOGISTICS OPERATIONS AND OUTSOURCING DYNAMICS

5.1 Introduction

5.2 Geographical Scope of Outsourcing Decisions

Table 5.1: Supply chain outsourcing activity by geographical scope, 2009

Figure 5.1: Retailers and manufacturers outsourcing supply chain activities nationally, 2009

5.3 Dynamics of Strategic Outsourcing Activity

5.3.1 Transportation

Table 5.2: Outsourcing of transportation operations, 2009

Table 5.3: Trends in outsourced transportation operations, 2004 - 2009

Table 5.4: Anticipated outsourced transportation operations, 2009 - 2014

5.3.3 Reverse Logistics

Table 5.5: Outsourcing of reverse logistics operations, 2009

Table 5.6: Trends in outsourced reverse logistics, 2004 - 2009

Table 5.7: Anticipated outsourced reverse logistics, 2009 - 2014

5.3.4 Warehousing - Inventory Storage

Table 5.8: Outsourcing of warehousing operations, 2009

Figure 5.2: Share of retailers and manufacturers will not change outsourcing levels to 2014

Table 5.9: Trends in outsourced warehousing operations, 2004 - 2009

Table 5.10: Anticipated outsourced warehousing, 2009 - 2014

5.3.5 Order Processing

Table 5.11: Outsourcing of order processing operations, 2009

Table 5.12: Trends in outsourced order processing, 2004 - 2009

Table 5.13: Anticipated outsourced order processing, 2009 - 2014

5.3.6 'Added Value' Services

Figure 5.3: Share of retailers and manufacturers increasing 'added value' services to 2014

Table 5.14: Outsourcing of 'added value' operations, 2009

Table 5.15: Trends in outsourced 'added value' services, 2004 – 2009

Table 5.16: Anticipated outsourced 'added value' services, 2009 – 2014

5.3.7 Basic Manufacturing

Table 5.17: Outsourcing of basic manufacturing operations, 2009

Table 5.18: Trends in outsourced manufacturing, 2004 - 2009

Table 5.19: Anticipated outsourced manufacturing, 2009 – 2014

5.3.6 Supply Chain Procurement

Table 5.20: Outsourcing of procurement operations, 2009

Table 5.21: Trends in outsourced procurement, 2004 – 2009

Table 5.22: Anticipated outsourced procurement, 2009 – 2014

5.3.7 Supply Chain Administration

Table 5.23: Outsourcing of supply chain administration operations, 2009

Table 5.24: Trends in outsourced supply chain administration, 2004 – 2009

Table 5.26: Anticipated outsourced supply chain administration, 2009 – 2014

5.3.8 Supply Chain Recruitment

Table 5.27: Outsourcing of supply chain recruitment operations, 2009

Table 5.28: Trends in outsourced supply chain recruitment, 2004 – 2009

Table 5.29: Anticipated outsourced supply chain recruitment, 2009 – 2014

5.3.9 Advanced Technology

Table 5.30: Outsourcing of supply chain IT software operations, 2009

Figure 5.4: Supply Chain Directors reducing their outsourced IT software requirements

Table 5.31: Trends in outsourced supply chain IT software, 2004 – 2009

Table 5.32: Anticipated outsourced supply chain IT software, 2009 – 2014

Table 5.33: Outsourcing of supply chain IT management operations, 2009

Table 5.34: Trends in outsourced supply chain IT management, 2004 – 2009

Table 5.35: Anticipated outsourced supply chain IT management, 2009 – 2014

5.4 In-House Logistics

Figure 5.5: Company culture drives in-house logistics operations, 2009

Table 5.36: Key strategic drivers of in-house logistics operations, 2009

5.5 Employing Third-Party Logistics Providers

5.5.1 Trends in the Number of Contracted 3PLs

Figure 5.6: Companies contracting over ten 3PLs has risen year-on-year, 2009

Table 5.37: Number of 3PLs contacted by retailers and manufacturers in Europe,

2007-2009

5.5.2 Short listing a Compatible Logistics Provider

Figure 5.7: Share of manufacturers and retailers approaching up to six 3PLs per contract, 2009

Table 5.38: Number of 3PLs approached per logistics contract, 2009

5.5.3 Finding the Right Third-Party Logistics Provider

Table 5.39: Comparing strategies to investigate potential 3PL partners, 2003 vs. 2009

Figure 5.8: Companies in Europe still rely heavily on 'internal' 3PL research methods, 2009

5.5.4 3PL Influence during the Tender Process

Figure 5.9: 3PLs must demonstrate a favourable cost-performance ratio, 2009

Table 5.40: 3PL characteristics that influence logistics outsourcing decisions, 2009

5.6 Key Findings

CHAPTER 6 EVALUATION OF LOGISTICAL COMPETENCE

6.1 Introduction

6.2 Supply Chain Performance Review

Figure 6.1: Supply chains performance has 'slightly improved' between 2008 and 2009

Table 6.1: Supply Chain Directors assess their supply chain success from 2008 – 2009

6.3 Key Supply Chain Challenges

Customer Demand

Financial Constraints

Supply Chain Complexity

3PL Performance

Figure 6.2: Rating the overall performance of 3PLs, 2009

Table 6.2: 3PLs' strategic role in their clients' supply chain performance, 2009

6.4 Key Findings

CHAPTER 7 STRATEGIC SUPPLY CHAIN DEVELOPMENT

7.1 Introduction

Figure 7.1: Share of Supply Chain Directors that review their supply chain model annually, 2009

Table 7.1: Assessment of alternative supply chain models, 2009

7.3 'Open Book' Contracts

Figure 7.2: Share of Supply Chain Directors that will not consider adopting an 'open book' model, 2009

Table 7.2: Manufacturers and retailers evaluate the adoption of 'open book' contracts, 2009

7.4 Pan-European Model

7.4.1 Perceived capabilities of pan-European logistics providers

Figure 7.3: Pan-European logistic providers are becoming more effective, 2009

Table 7.3: Evaluating the effectiveness of pan-European logistics providers, 2009

7.4.2 Benefiting from pan-European logistics providers

7.4.3 Employing a pan-European logistics provider

Figure 7.4: Share of Supply Chain Directors that will not adopt a pan-European model, 2009

Table 7.4: Incorporating a pan-European model into logistics strategy, 2009

7.5 Divesting Supply Chain Management

Figure 7.5: Share of Supply Chain Directors that would consider using a 4PL, 2009

Table 7.5: Evaluating the use of the 4PL model, 2009

Figure 7.6: Supply Chain Directors: positive views of 4PLs, 2003 vs. 2009

Table 7.6: Comparing the perceptions of the 4PL model, 2003 vs. 2009

7.6 Shared User Distribution

Figure 7.7: Share of Supply Chain Directors that prefer using unbranded lorries, 2009

Table 7.7: Impact of unbranded lorries during the 3PL selection process, 2009

7.7 Supply Chain Investment

7.7.1 Outsourcing Requirements

Table 7.8: Assessing manufacturers' and retailers' logistics model in 2009-2010

Figure 7.8: Share of Supply Chain Directors that plan to change logistics providers, 2010

7.7.2 Operational Investment

Figure 7.9: Share of Supply Chain Directors investing in IT between 2009 - 2010

Table 7.9: Key areas of strategic supply chain investment during 2009-2010

7.8 External Supply Chain Pressures

7.8.1 Human Resources in the Supply Chain

7.8.2 Europe and the Environment

7.9 Key Findings

CHAPTER 8 APPENDIX

CHAPTER 1 EXECUTIVE SUMMARY

1.1 Supply Chain Structure and Decision-Making

Figure 1.1: 15.4% of retailers and manufacturers do not make supply chain decisions at board level, 2009

1.2 Logistics Operations and Outsourcing Dynamics

Figure 1.2: 3PLs must demonstrate a favourable cost-performance ratio, 2009

1.3 Evaluation of Logistical Competence

Figure 1.3: Supply chain performance has 'slightly improved' between 2008 and 2009

1.4 Strategic Supply Chain Development

Figure 1.4: Pan-European logistic providers are becoming more effective, 2009

CHAPTER 2 INTRODUCTION

2.1 Research Objectives

2.2 Report Structure

2.3 Research Methodology and Data Definitions

CHAPTER 3 KEY ASSUMPTIONS AND ACTION POINTS

3.1 Key Assumptions

Supply Chain Structure and Decision Making

Logistics Operations and Outsourcing Dynamics

Evaluation of Logistical Competence

Supply Chain Development

3.2 Key Action Points

Effective Partnership Search and Selection

CHAPTER 4 SUPPLY CHAIN STRUCTURE AND DECISION-MAKING

4.1 Introduction

4.2 Strategic Decision-Making

4.2.1 Decision Making at Board Level

Figure 4.1: Retailers and manufacturers that do not make supply chain decisions at board level, 2009

Table 4.1: Share of logistics decisions taken at board level, 2009

4.2.2 Supply Chain Influence at Board Level

Figure 4.2: Share of companies that no longer include Supply Chain Directors at Board level, 2009

Table 4.2: Supply chain influence at board level, 2009

4.3 Supply Chain Decision Makers

4.3.1 Responsibility within the Supply Chain

Table 4.3: Recognising positions of responsibility within the supply chain, 2009

Figure 4.3: Share of Supply Chain Directors that are primary 'decision-makers', 2009

Figure 4.4: Share of Transport Directors that are primarily 'influencers', 2009

Figure 4.5: Share of Warehousing Directors that are 'budget holders' or 'decision-makers', 2009

4.4 Investing in Human Resources

Figure 4.6 Overall supply chain headcount has risen between 2007 and 2009

Table 4.4: Trends in the size of supply chain departments from 2007 - 2009

4.5 Key Findings

CHAPTER 5 LOGISTICS OPERATIONS AND OUTSOURCING DYNAMICS

5.1 Introduction

5.2 Geographical Scope of Outsourcing Decisions

Table 5.1: Supply chain outsourcing activity by geographical scope, 2009

Figure 5.1: Retailers and manufacturers outsourcing supply chain activities nationally, 2009

5.3 Dynamics of Strategic Outsourcing Activity

5.3.1 Transportation

Table 5.2: Outsourcing of transportation operations, 2009

Table 5.3: Trends in outsourced transportation operations, 2004 - 2009

Table 5.4: Anticipated outsourced transportation operations, 2009 - 2014

5.3.3 Reverse Logistics

Table 5.5: Outsourcing of reverse logistics operations, 2009

Table 5.6: Trends in outsourced reverse logistics, 2004 - 2009

Table 5.7: Anticipated outsourced reverse logistics, 2009 - 2014

5.3.4 Warehousing - Inventory Storage

Table 5.8: Outsourcing of warehousing operations, 2009

Figure 5.2: Share of retailers and manufacturers will not change outsourcing levels to 2014

Table 5.9: Trends in outsourced warehousing operations, 2004 - 2009

Table 5.10: Anticipated outsourced warehousing, 2009 - 2014

5.3.5 Order Processing

Table 5.11: Outsourcing of order processing operations, 2009

Table 5.12: Trends in outsourced order processing, 2004 - 2009

Table 5.13: Anticipated outsourced order processing, 2009 - 2014

5.3.6 'Added Value' Services

Figure 5.3: Share of retailers and manufacturers increasing 'added value' services to 2014

Table 5.14: Outsourcing of 'added value' operations, 2009

Table 5.15: Trends in outsourced 'added value' services, 2004 - 2009

Table 5.16: Anticipated outsourced 'added value' services, 2009 – 2014

5.3.7 Basic Manufacturing

Table 5.17: Outsourcing of basic manufacturing operations, 2009

Table 5.18: Trends in outsourced manufacturing, 2004 - 2009

Table 5.19: Anticipated outsourced manufacturing, 2009 – 2014

5.3.6 Supply Chain Procurement

Table 5.20: Outsourcing of procurement operations, 2009

Table 5.21: Trends in outsourced procurement, 2004 – 2009

Table 5.22: Anticipated outsourced procurement, 2009 – 2014

5.3.7 Supply Chain Administration

Table 5.23: Outsourcing of supply chain administration operations, 2009

Table 5.24: Trends in outsourced supply chain administration, 2004 – 2009

Table 5.26: Anticipated outsourced supply chain administration, 2009 – 2014

5.3.8 Supply Chain Recruitment

Table 5.27: Outsourcing of supply chain recruitment operations, 2009

Table 5.28: Trends in outsourced supply chain recruitment, 2004 – 2009

Table 5.29: Anticipated outsourced supply chain recruitment, 2009 – 2014

5.3.9 Advanced Technology

Table 5.30: Outsourcing of supply chain IT software operations, 2009

Figure 5.4: Supply Chain Directors reducing their outsourced IT software requirements

Table 5.31: Trends in outsourced supply chain IT software, 2004 – 2009

Table 5.32: Anticipated outsourced supply chain IT software, 2009 – 2014

Table 5.33: Outsourcing of supply chain IT management operations, 2009

Table 5.34: Trends in outsourced supply chain IT management, 2004 – 2009

Table 5.35: Anticipated outsourced supply chain IT management, 2009 – 2014

5.4 In-House Logistics

Figure 5.5: Company culture drives in-house logistics operations, 2009

Table 5.36: Key strategic drivers of in-house logistics operations, 2009

5.5 Employing Third-Party Logistics Providers

5.5.1 Trends in the Number of Contracted 3PLs

Figure 5.6: Companies contracting over ten 3PLs has risen year-on-year, 2009

Table 5.37: Number of 3PLs contacted by retailers and manufacturers in Europe, 2007-2009

5.5.2 Short listing a Compatible Logistics Provider

Figure 5.7: Share of manufacturers and retailers approaching up to six 3PLs per contract, 2009

Table 5.38: Number of 3PLs approached per logistics contract, 2009

5.5.3 Finding the Right Third-Party Logistics Provider

Table 5.39: Comparing strategies to investigate potential 3PL partners, 2003 vs. 2009

Figure 5.8: Companies in Europe still rely heavily on 'internal' 3PL research methods, 2009

5.5.4 3PL Influence during the Tender Process

Figure 5.9: 3PLs must demonstrate a favourable cost-performance ratio, 2009

Table 5.40: 3PL characteristics that influence logistics outsourcing decisions, 2009

5.6 Key Findings

CHAPTER 6 EVALUATION OF LOGISTICAL COMPETENCE

6.1 Introduction

6.2 Supply Chain Performance Review

Figure 6.1: Supply chains performance has 'slightly improved' between 2008 and 2009

Table 6.1: Supply Chain Directors assess their supply chain success from 2008 – 2009

6.3 Key Supply Chain Challenges

Customer Demand

Financial Constraints

Supply Chain Complexity

3PL Performance

Figure 6.2: Rating the overall performance of 3PLs, 2009

Table 6.2: 3PLs' strategic role in their clients' supply chain performance, 2009

6.4 Key Findings

CHAPTER 7 STRATEGIC SUPPLY CHAIN DEVELOPMENT

7.1 Introduction

Figure 7.1: Share of Supply Chain Directors that review their supply chain model annually, 2009

Table 7.1: Assessment of alternative supply chain models, 2009

7.3 'Open Book' Contracts

Figure 7.2: Share of Supply Chain Directors that will not consider adopting an 'open book' model, 2009

Table 7.2: Manufacturers and retailers evaluate the adoption of 'open book' contracts, 2009

7.4 Pan-European Model

7.4.1 Perceived capabilities of pan-European logistics providers

Figure 7.3: Pan-European logistic providers are becoming more effective, 2009

Table 7.3: Evaluating the effectiveness of pan-European logistics providers, 2009

7.4.2 Benefiting from pan-European logistics providers

7.4.3 Employing a pan-European logistics provider

Figure 7.4: Share of Supply Chain Directors that will not adopt a pan-European model, 2009

Table 7.4: Incorporating a pan-European model into logistics strategy, 2009

7.5 Divesting Supply Chain Management

Figure 7.5: Share of Supply Chain Directors that would consider using a 4PL, 2009

Table 7.5: Evaluating the use of the 4PL model, 2009

Figure 7.6: Supply Chain Directors: positive views of 4PLs, 2003 vs. 2009

Table 7.6: Comparing the perceptions of the 4PL model, 2003 vs. 2009

7.6 Shared User Distribution

Figure 7.7: Share of Supply Chain Directors that prefer using unbranded lorries, 2009

Table 7.7: Impact of unbranded lorries during the 3PL selection process, 2009

7.7 Supply Chain Investment

7.7.1 Outsourcing Requirements

Table 7.8: Assessing manufacturers' and retailers' logistics model in 2009-2010

Figure 7.8: Share of Supply Chain Directors that plan to change logistics providers, 2010

7.7.2 Operational Investment

Figure 7.9: Share of Supply Chain Directors investing in IT between 2009 - 2010

Table 7.9: Key areas of strategic supply chain investment during 2009-2010

7.8 External Supply Chain Pressures

7.8.1 Human Resources in the Supply Chain

7.8.2 Europe and the Environment

7.9 Key Findings

CHAPTER 8 APPENDIX

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