

Fressnapf Tiernahrungs GmbH

Performance Management

Michael Brackmann

A quick audit creates transparency of the supply chain for Fressnapf Tiernahrungs GmbH

Being a strongly expanding company, Fressnapf has to deal with many important issues simultaneously. Thereby, it is often necessary to get a second opinion by an external expert. ZLU was able to do this successfully for the supply chain processes of Fressnapf in a timely fashion. It made our total supply chain costs transparent for us for the first time and also pointed to our major weaknesses. We are currently carrying out improvement activities within the action fields that were identified and developed by ZLU in order to remain successful and expand further.

Fressnapf is the biggest retailer specialised in pet food and accessories in Europe. Our success is based on a clear strategy which combines the advantages of a discounter with the competence of a specialist trader. We offer a gigantic selection of products at low prices with professional advice. In 2007 Fressnapf generated a turnover of nearly € 1bn across the 900 outlets of our franchise partners in Europe; two-digit growth rates of our yearly turnover are usual for us.

A high availability of goods as well as low costs within the overall supply chain are the biggest challenges for Fressnapf. In order to get a neutral view on the status quo of our supply chain performance as well as possible weaknesses, we assigned ZLU with a quick audit of our supply chain operations.

ZLU was able to present the Fressnapf Management Board with a transparent, open and relentless picture of its supply chain in as little as 2 weeks.

Michael Brackmann, Managing Director Procurement, Private Label & Logistics

A critical success factor for the audit was the conduction of personal and confidential interviews with all involved stakeholders within the supply chain by ZLU. This way, every participant from Category Management via Procurement, Logistics and Sales through to the franchise partners was able to reveal insights about the current processes and interfaces to a neutral third party.

Based on the interviews, further data collection as well as its comprehensive industrial knowledge, ZLU was able to present the Fressnapf Management Board with a transparent, open and relentless picture of its supply chain in as little as 2 weeks. As a result, we obtained an overview and transparency of our total supply chain costs reaching from the supplier to the shelf in the outlet for the first time. Within the action fields that were identified by ZLU we immediately initiated projects to eliminate the identified weaknesses and to increase our supply chain performance.