

- Founded in 1946
- 2009 turnover: 1.16 bn€
- 120 locations
- Employees: 1126 in 2009
- [www.ferrero.fr](http://www.ferrero.fr)

## FERRERO FRANCE

### a supply chain that never replies "impossible" to its customers

The history of Ferrero began in 1946, when Pietro Ferrero, an Italian pastry chef, decided to replace cocoa beans with hazelnuts. He developed the recipe for a spread that had immediate success: Nutella.

Today the group is 4th in the world in the chocolate / confectionery sector and the leader in Germany, Italy and France.

Having the best products in the world is good, but giving the best service to the distributor is better.

To best meet, as often as possible, the high and varied demands of all its customers Ferrero France has for many years relied on Generix Group solutions. For example, they have decreased by 50%, in one year, shelf product ruptures in Carrefour Hypermarkets, reducing them from 6% to at least 3%, thanks to the implementation of cross-docking achieved with their GCS WMS Warehouse Management.

The tool has been improved by KPI Cockpits, to measure performance and boost the management of daily logistics operations through "real time" indicators. The management of the yard is controlled by GCS Yard Management.

The best service to offer a customer is also knowing how to manage shared replenishment and EDI. Ferrero France meets this demand, using the expertise of their Customer Service and Generix Group solutions.