

- Founded in 1962
- 2009 turnover: 44 bn€
- www.pepsico.fr



PEPSICO FRANCE

predicted 3% saving in transport costs and 2000 Tons less of CO2 in one year

A part of the world's 2nd largest food processing group, PepsiCo France boasts of the "start-up" spirit they have for the development of their brands via 3 distribution channels. As part of a major project to redesign their supply chain, the manufacturer implemented an innovative and radical organisation of their production and logistics. They brought back their production to 4 factories in France, sub-contracting to other manufactures in the sector, competitors such as Orangina Schweppes and Refresco. They removed their former storage platforms. 80% of customer deliveries from then on took place directly from the manufacturing sites, in a pooled way.

The results are uncontested, and the ROI was achieved in 6 months.

For the CHR/OoH circuit, the implementation of the Generix Group GCS TMS On Demand solution calculates the best delivery routes whilst optimising the loading of trucks thanks to the combining of heavy and light products. The pallets of crisps are placed on top of the drinks. This increases truck filling by 20%, in a business where the culminated rate beforehand was 40%.

With Generix Group GCS EWR Plus, each factory calculates the replenishment orders for the supermarket customers' warehouses by mixing 4 pooled manufacturers (based on the GMA / Shared Replenishment Management). Always by full trucks, the customers receive, more often, smaller quantities of each item. They see their stocks diminish to 50% for a service rate of 99.6%