

MIGROS

PUBLIC

How Does a Swiss Retail Giant Ensure **Optimal Quality and On-Shelf Availability** of Its Fresh Food?

Managing **562 fresh produce providers** to supply **886 stores across 10 regional cooperatives** every day

For the people of Switzerland, Federation of Migros Cooperatives (Migros) is one of the country's leading retailers and part of the national identity. Run by 10 regional cooperatives, Migros stays true to its vision to improve its customers' quality of life and is recognized for promoting informed consumption, embracing sustainability, and protecting the environment. Intent on increasing customer satisfaction through **improved availability of fresh food products and reduced food waste**, Migros sought to enhance forecasting accuracy. The retailer needed to find a way to avoid gaps on shelves and minimize food spoilage.

THE BEST RUN



Migros used automated supply chain forecasting and planning capabilities to **satisfy customers with optimally stocked stores.**

After a pilot project at Migros Aare and Lucerne, Federation of Migros Cooperatives (Migros) implemented the **SAP® Forecasting and Replenishment application**, including its add-on for fresh products, to:

- Automate forecasting and replenishment processes for fresh foods, such as dairy items, bakery items, convenience foods, fruits, vegetables, and meats, across its 10 regional cooperatives
- Improve customer satisfaction with increased product availability and reduce stock-out situations
- Reduce overall inventory ownership and minimize food spoilage and waste
- Eliminate the manual effort required of store replenishment planners when ordering fresh food products and enable store employees to manage exceptions with an SAP Fiori® app on a handheld device
- Free up employees to spend more time helping customers and optimizing stock maintenance and shelf refills

“Using the SAP Forecasting and Replenishment application, we have **better fresh food availability, with less waste and food spoilage.** Our store replenishment planners are now inventory managers who have more time for customer service.”

Alexander Weiss, Head of Procurement for SAP Customer Competence Center Retail Migros, IT Services, Federation of Migros Cooperatives



MIGROS

Migros
Zürich, Switzerland
www.migros.ch
(German)

Industry
Retail

Employees
~106,000

Revenue
CHF 28.5 billion
(€25.5 billion)

Featured Solutions and Services
SAP Forecasting and Replenishment and
SAP Forecasting and Replenishment, add-on
for fresh products

THE BEST RUN



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