

Coomor Kaubandus OÜ

20 years of
Vendor Managed Inventory (VMI)



Agenda

- Coomor background
- What VMI means to a wholesale company
- How it started
- Lessons learned and today's reality



Presenter: Indrek Lepik

- Coomor Kaubandus Purchase and Sales Mgr
- Over 20 years experience in wholesales business in Eastern Europe and Baltic states
- Strong focus on stock management and cost effective sales process



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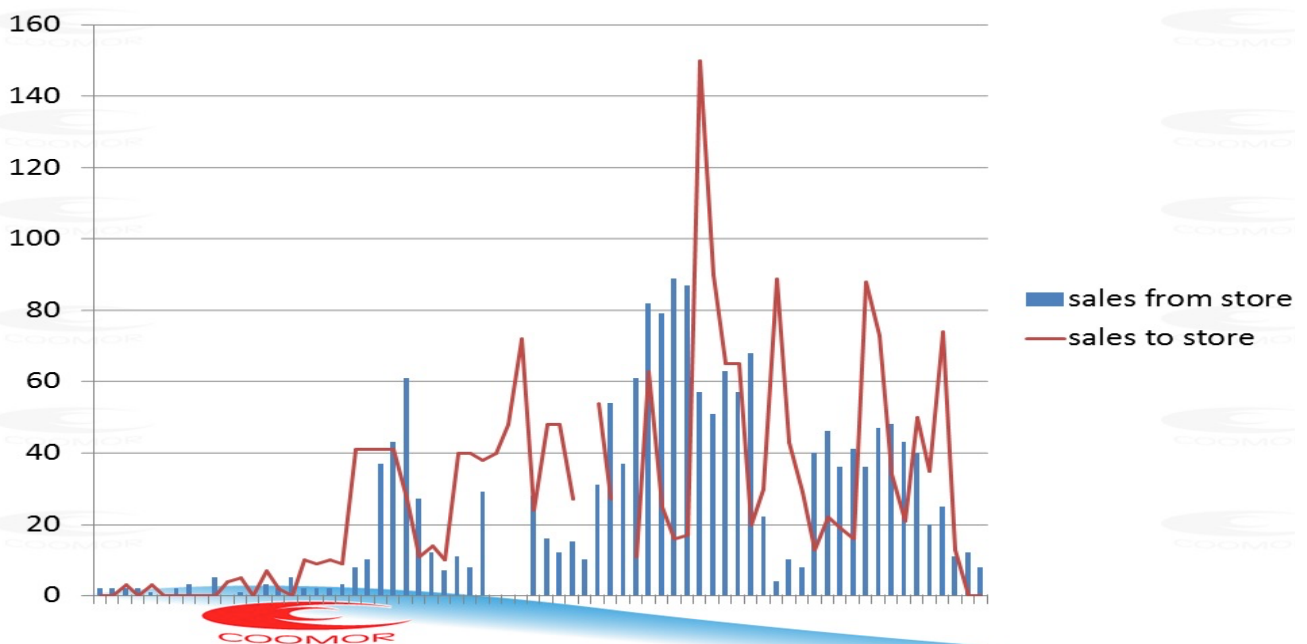


Coomor Kaubandus

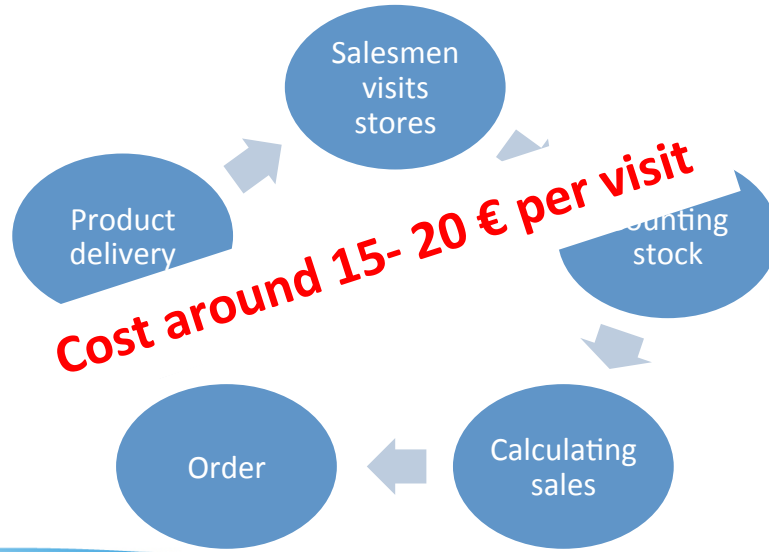
Assortment	1 600 SKU
Sold pcs in month	180 000 units
Orders per month	1 000
Number of Key Accounts	10
Number of delivery points	300
POS data daily from	50 shops
POS data weekly from	20 shops
Sales agents on the field	3



Product sales developments



VMI in old-fashioned way



VMI today



We don't like it



Prerequisites for VMI

- Trust between partners
- Common understanding about VMI
- Flexibility to react to sales developments
- Min max quantities
- Reliable POS data



ID	Kood	EAN kood	Tootja kood	Tootegrupp	Ühik	Nimetus	Mustika	Sikupilli	Tartu	Narva	Saaremaa	Tähesaju	Viljandi
38236	28178	5016509016546		Audio kaabel	m	BANDRIDG LC1074	136	6	186	11	214,5	132	170
39856	5404C	5016509016751		Audio kaabel	tk	BANDRIDG LC1259	77	71	165	97	100	100	100
88166	6520082	4770070853023	ACD5L52X	CD-R toorik	tk	ACME ACD5L52X	50	49	50	50	53	20	18
88181	6520097	4770070859827	ADVD+RDL	DVD toorik	tk	ACME ADVD+RDL	30	29	30	28	31	27	3
88182	6520098	4902030194451	TDVD+RSL	DVD toorik	tk	TDK TDVD+RSL	30	29	34	30	34	33	0
88174	6520090	4770070858240	ADVD-RSL16X	DVD toorik	tk	ACME ADVD-RSL16X	28	28	32	30	30	10	20
45245	5506C	5412810129843		Tolmuimeja tarvik	tk	HQ BXL-50453 Universaalne 10tk	21	20	27	20	20	7	2
88178	6520094	4770070858219	ADVD-R10CB16X	DVD toorik	tk	ACME ADVD-R10CB16X	20	20	23	20	20	10	3
88184	6520100	4770070858271	ADVD+R1016X	DVD toorik	tk	ACME ADVD+R1016X	20	20	19	20	21	24	3
99072	9101723	5412810027804		Video kaabel	tk	VALUELINE CX PLUG-5	20	18	20	19	27	20	19
88169	6520085	4770070854457	ACD52X10CB	CD-R toorik	tk	ACME ACD52X10CB	19	20	21	20	20	10	0
93949	8809315	5412810193653		Tolmuimeja tarvik	tk	HQ BXL-51865 Philips S-Bag 10tk	18	10	16	16	19	18	8
98506	9101533	4770070875322		Puhastusvahend	tk	ACME ACL36	16	16	17	16	16	16	16
36047	51959	4902030194918	TDVD-RMINI	DVD toorik	tk	TDK DVD-R 1.4GB JEVL	16	20	30	20	12	10	0
49156	58585	4741303004185		Klaviatuuri kleebis	tk	PC MINIPICTO 4185	14	15	15	11	15	17	10
49157	58605	4741303004208		Klaviatuuri kleebis	tk	PC MINIPICTO 4208	14	15	14	13	15	15	10
49160	59880	4741303000040		Klaviatuuri kleebis	tk	PC MINIPICTO KB-SC	14	14	21	15	14	16	10
14462	41089	4770070863725		DVD-film	tk	DVD ACME FILM 2500DU	11	0	5	0	0	0	0
45247	5508C	5412810128563		Tolmuimeja tarvik	tk	HQ BXL-52317 Siemens/Bosch 10tk	10	9	18	8	12	6	3
Period 01.10.2015 – 04.10.2015													
Ladu													
Hankija													
Valuuta													
	Kood	EAN kood		Nimetus		Müüdud kogus	Ühik						
1	5457C	3567041403438		PORTDESI PALERMO15P		1	tk						
2	9100949	5412810221721		VALUELINE VLS-UHF51L antenn		1	tk						
3	8810547	4770070874912		ACME SP105		1	tk						
4	9101124	5037461900162		CAMLINK CL-TP1700		1	tk						
5	8806086	6280012013326		KENNER KCMP14		1	tk						
6	54333	4770070857410		ACME SURUÕHK 400ML AC		2	tk						
7	9101524	4770070874974		ACME SS116 2x3W USB		1	tk						
8	5420C	8717587034435		BANDRIDG BCL4902		2	tk						
9	5319C	4770070872147		ACME CL33		2	tk						
10	5344C	5908256831971		ADLER AD2907 nina/kõrva/habeme trimmer		1	tk						
11	6520085	4770070854457		ACME ACD52X10CB		3	tk						
12	9101368	5412810214457		HQ W7-50501/HQN EIO		1	tk						
13	5416C	8717587011511		BANDRIDG BVL5302		1	tk						
14	5418C	8717587011870		BANDRIDG BVL8802		1	tk						
15	8809744	8717587011054		BANDRIDGE BAL3603		1	tk						
16	9101723	5412810027804		VALUELINE CX PLUG-5		1	tk						
17	8810720	5412810210466		KÖNIG digituuner DVB-T2		-1	tk						
kokku (€)											20		

VMI “portal” --overview of stocks by stores

OVERVIEW

ORDERS

DISPATCH ADVICES

RECEIVING ADVICES

INVOICES

PRODUCTS AND PRICES

VMI STOCK

OTHERS

CREATE NEW

Supplier

Buyer

Delivery point

Choose period

Last 14 days

From date

22.10.2015

To date

04.11.2015

Clear

Download

Order

Generate report

Additional options

Filter options

Stock

Min

Max

Assortment

Non assortment

All

Restore filter

Covered days

Total sales

Average daily sales

SAVE FILTER

Search options

Product group

Product

GTIN

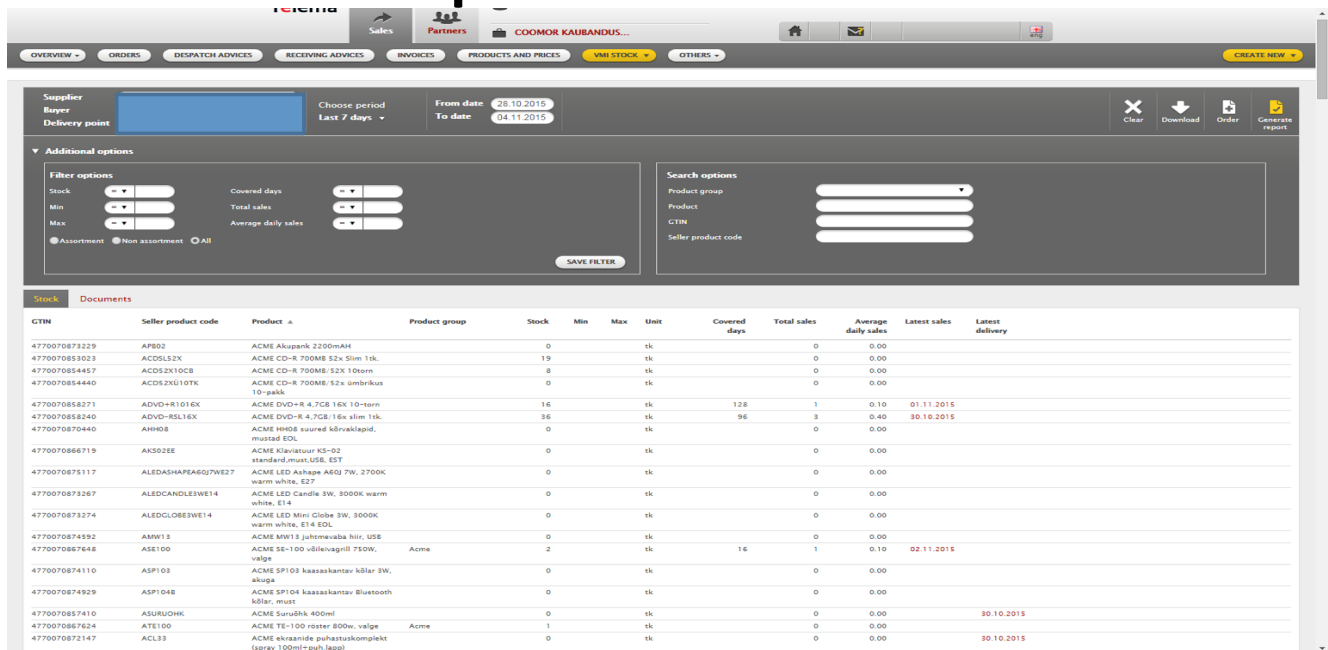
Seller product code

Stock

Documents

CTIN	Seller product code	Product	Product group	Stock	Min	Max	Unit	Covered days	Total sales	Average daily sales	Latest sale	Latest delivery
4770070868010	AMHJARV	ACME Hiiematt PVC kummi, jäme vaa	Acme	4	2	4	TK	19	3	0.3	01.11.2015	02.11.2015
4770070868003	AMHTANT	ACME Hiiematt PVC kummi, marisale	Acme	4	2	4	TK	56	1	0.10	25.10.2015	26.10.2015
4770070871201	AMT101	ACME MT101 universaalne LCD LED seinakinnitus 10"-32", must, kallutatav	Acme	2	1	2	TK	0	0.00	0.00	25.10.2015	26.10.2015
4770070871225	AMT1025	ACME MT1025 universaalne LCD LED plasma seinakinnitus 23"-46", must	Acme		1	2	TK	28	1	0.10	29.10.2015	02.11.2015
4770070871195	AMT103	ACME MT103 universaalne LCD LED seinakinnitus 10"-32", must, kallutatav ja pöördav	Acme	1		2	TK	14	1	0.10	09.11.2015	
4770070871157	AMT1045	ACME MT1045 universaalne LCD LED plasma seinakinnitus 23"-46", must	Acme	2	1	2	TK	28	1	0.10	25.10.2015	26.10.2015
4770070871636	AMT107	ACME MT107 universaalne LED seinakinnitus 10"-32", must	Acme	2	1	2	TK	0	0.00	0.00		
4770070869222	AMHRIEM	ACME Hiiematt riie, must	Acme	5	3	6	TK	35	2	0.10	02.11.2015	02.11.2015
871618405981	OURC6420	OFA universaalpult Easy & Robust 2 EOL	One for All	1		2	TK	0	0.00	0.00		
8712581564179	SDV5120/12	Philips SDV5120 toaantenn 36dB	Philips	2	1	2	TK	0	0.00	0.00		
8712581622282	SDV6222/12	Philips SDV6222 toaantenn 48dB	Philips	2	1	2	TK	28	1	0.10	22.10.2015	26.10.2015
8712581493295	SRP2008B-86	Philips SRP2008 universaalne pult 8in1, must	Philips	3	1	3	TK	0	0.00	0.00		
6280034010013	RSR9104in1	Robert Smart R-910 Universaalpult 4in1	Rozalinde	4	2	4	TK	0	0.00	0.00		
619659120726	SDSDQXL-032C-CAAA	SanDisk SD Micro Mobile Extreme 32GB+SD adapter+Rescue Pro Deluxe Action Camera (SDMB, s,LHG 3)	SanDisk		2	4	TK	0	0.00	0.00		
619659120771	SDSDQXL-064C-CAAA	SanDisk SD Micro Mobile Extreme 64GB+SD adapter+Rescue Pro Deluxe Action Camera (SDMB, s,LHG 3)	SanDisk	2	1	2	TK	0	0.00	0.00		

VMI “portal”: selected data



The screenshot shows a VMI portal interface with a navigation bar at the top containing links like OVERVIEW, ORDERS, DESPATCH ADVICES, RECEIVING ADVICES, INVOICES, PRODUCTS AND PRICES, and VMI STOCK. Below the navigation bar, there are sections for Supplier, Buyer, and Delivery point, along with a 'Choose period' dropdown set to 'Last 7 days'. A 'Filter options' section includes checkboxes for Stock, Min, Max, Assortment, and Non assortment. A 'Search options' section includes dropdowns for Product group, Product, CTIN, and Seller product code. The main table displays product data with columns for GTIN, Seller product code, Product, Product group, Stock, Min, Max, Unit, Covered days, Total sales, Average daily sales, Latest sales, and Latest delivery.

GTIN	Seller product code	Product	Product group	Stock	Min	Max	Unit	Covered days	Total sales	Average daily sales	Latest sales	Latest delivery
4770070873229	AF802	ACME Akupank 2200mAh		0			tk		0	0.00		
4770070853023	ACDSLS2X	ACME CD-R 700MB 52x Slim 1tk.		19			tk		0	0.00		
4770070854457	ACDS2X10CB	ACME CD-R 700MB 52X 10tern		8			tk		0	0.00		
4770070854440	ACDS2XU10TK	ACME CD-R 700MB 52x umbrikus 10-pakki		0			tk		0	0.00		
4770070858271	ADVD-R1016X	ACME DVD-R 4.7GB 16X 10-tern		16			tk	128	1	0.10	01.11.2015	
4770070858240	ADVD-RSL16X	ACME DVD-R 4.7GB 16x slim 1tk.		36			tk	96	3	0.40	30.10.2015	
4770070870440	AKH08	ACME H008 laured kdrvaklapid, mustad EOL		0			tk		0	0.00		
4770070866719	AKS02EE	ACME Klaviatuur K5-02 standard mus.LISE, EBT		0			tk		0	0.00		
4770070875117	ALEDASHAPE60U7WE27	ACME LED Ashape A60U 7W, 2700K warm white, E27		0			tk		0	0.00		
4770070873267	ALEDCANOLESWE14	ACME LED Candle 3W, 3000K warm white, E14		0			tk		0	0.00		
4770070873274	ALEDGLOBE3WE14	ACME LED Mini Globe 3W, 3000K warm white, E14 EOL		0			tk		0	0.00		
4770070874592	AMW13	ACME MW13 juhtmevaba hiir, USB		0			tk		0	0.00		
4770070867648	ASE100	ACME SE-100 vilielavagril 750W, valge	Acme	2			tk	16	1	0.10	02.11.2015	
4770070874110	ASPI03	ACME SPI03 kaassakantar kllar 3W, akuga		0			tk		0	0.00		
4770070874929	ASPI04B	ACME SPI04 kaassakantar Bluetooth kllar, must		0			tk		0	0.00		
4770070857410	ASURUOHK	ACME Suruohk 400ml		0			tk		0	0.00	30.10.2015	
4770070867624	ATE100	ACME TE-100 rister 800w, valge	Acme	1			tk		0	0.00		
4770070872147	ACL33	ACME ekvandise puhastuskomplekt (spray 100ml+puh.lapp)		0			tk		0	0.00	30.10.2015	

Lessons learned

- You need to make the first step – open discussions with potential partner
- Be open minded and focus on results
- Build trust between partners
- Readiness to spend time and resources

Benefits from VMI

- **Immeasurable**
 - Better database to make right decisions
 - To be informed about sales trends
- **Measurable**
 - No OOS or discover them faster
 - No overstocks
 - Higher and **stable** sales



Measurable benefits

Pipeline sales

	January	February	March	April	May	June	July	Average with VMI	August	September	October	Average without VMI
Store 1	1 199,97	1 200,91	1 321,34	1 119,60	1 262,83	1 075,49	977,26	1 165,34	2 348,38	164,24	317,01	942,61
Store 2	1 138,86	890,57	753,12	905,85	938,24	930,95	718,52	896,59	1 682,62	92,45	100,84	625,30
Store 3	749,36	721,58	646,39	964,28	885,16	577,24	797,94	763,14	2 243,77	149,95	346,88	913,53
Store 4	825,90	835,03	452,83	708,99	693,34	753,58	840,34	730,00	2 313,89	106,16	174,81	864,69
Store 5	1 035,38	573,51	382,15	750,04	598,22	609,11	728,32	668,10	2 249,63	90,56	174,56	838,26
Store 6	745,10	418,16	633,93	656,06	672,73	608,85	495,61	604,35	2 522,30	0,00	210,69	911,00
Store 7	571,86	367,89	392,47	430,46	372,65	635,67	406,90	453,99	2 056,11	78,45	74,23	736,26
Store 8	580,62	276,00	470,41	405,98	300,28	265,12	366,41	380,69	1 846,93	45,91	122,16	671,67
Store 9	553,56	435,98	331,68	470,90	556,64	307,04	294,46	421,47	1 007,18	0,00	91,66	366,28
Store 10	529,96	399,88	369,04	328,65	347,61	381,48	298,75	379,34	1 268,04	0,00	75,85	447,96
Store 11	375,15	220,70	374,74	369,26	322,99	203,61	376,83	320,47	1 294,82	0,00	52,24	445,59
Store 12	279,62	242,05	299,28	432,88	422,82	239,87	370,32	326,69	1 093,89	78,42	56,75	409,42
Store 13	99,52	319,42	358,22	312,74	281,92	275,13	299,46	278,06	1 472,72	0,00	46,90	506,54
Store 14	341,84	346,14	206,76	305,89	323,26	164,27	243,34	275,93	1 271,64	40,78	146,28	486,24
Store 15	411,02	189,18	280,52	185,09	371,86	307,09	238,43	283,31	1 106,90	0,00	44,66	383,85
Store 16	250,13	137,90	208,82	175,67	277,43	230,82	166,70	206,78	1 314,91	0,00	65,25	460,05
Store 17	287,15	214,95	160,54	445,79	294,42	213,80	205,24	260,27	985,52	0,00	0,00	331,84
Store 18	262,07	116,94	223,29	194,35	192,22	201,63	125,29	187,97	1 359,30	0,00	42,37	467,22
Store 19	292,08	185,56	285,26	234,94	299,28	120,70	174,75	227,51	1 077,38	0,00	47,34	374,91
Store 20	273,62	155,47	213,86	314,54	289,01	158,08	169,84	224,92	972,45	0,00	45,99	339,48



In summary: VMI is possible

- Technological capability
- Retailer willing to share data
- Trust and common willingness to use VMI
 - Wholesaler and retailer have common interests
- And most importantly: lets not forget

Our earnings come from end-consumer pockets



Thank you!

Indrek.lepik@coomor.ee

