



Source: Hotels-belgium.com





# Small independent retailers

Limited Shelf Space  
No back room  
High product rotation  
Not on shelf = lost sales





# Small independent retailers

Limited Shelf Space  
No back room  
High product rotation  
Not on shelf = lost sales

Deliveries characterized by:  
Low load factors  
Small order sizes  
Small volume/drop





# Small independent retailers

Limited Shelf Space  
No back room  
High product rotation  
Not on shelf = lost sales

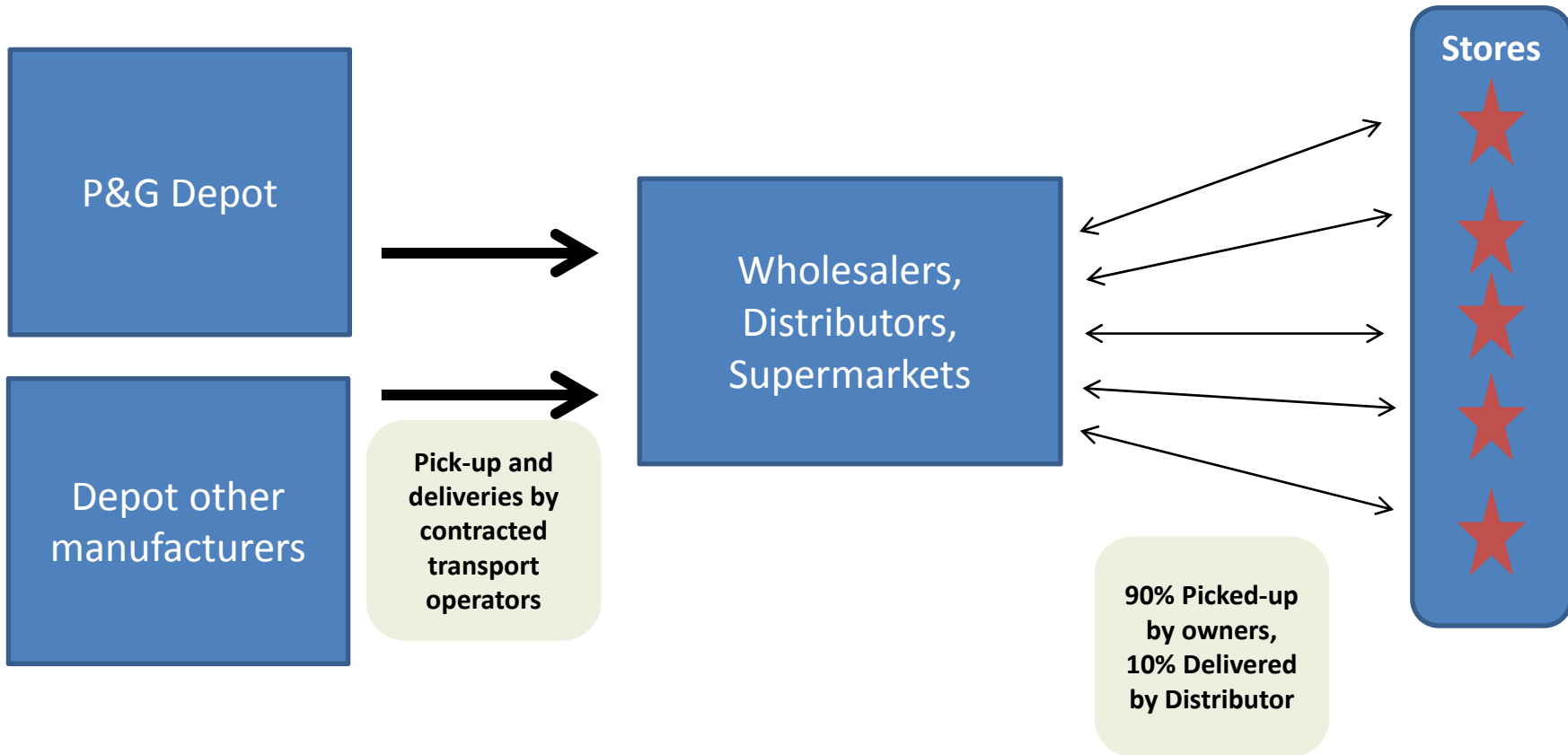
Deliveries characterized by:  
Low load factors  
Small order sizes  
Small volume/drop

Currently supplied via:  
Distributors  
Wholesalers  
Super/Hypermarket



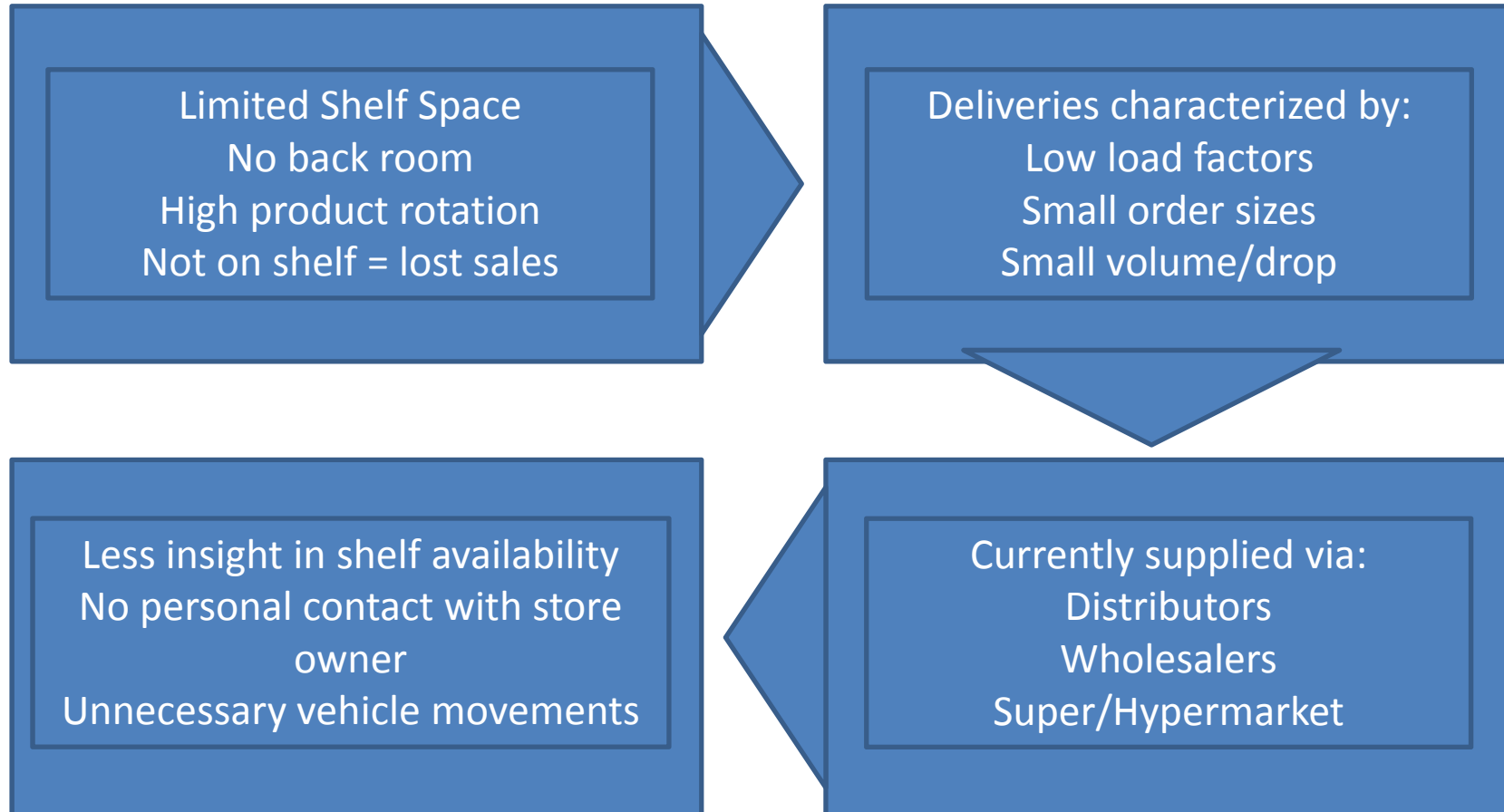


# Current supply of stores





# Small independent retailers





# New supply chain set-up

**Previously**



**Instead**







400 small independent retailers in Brussels

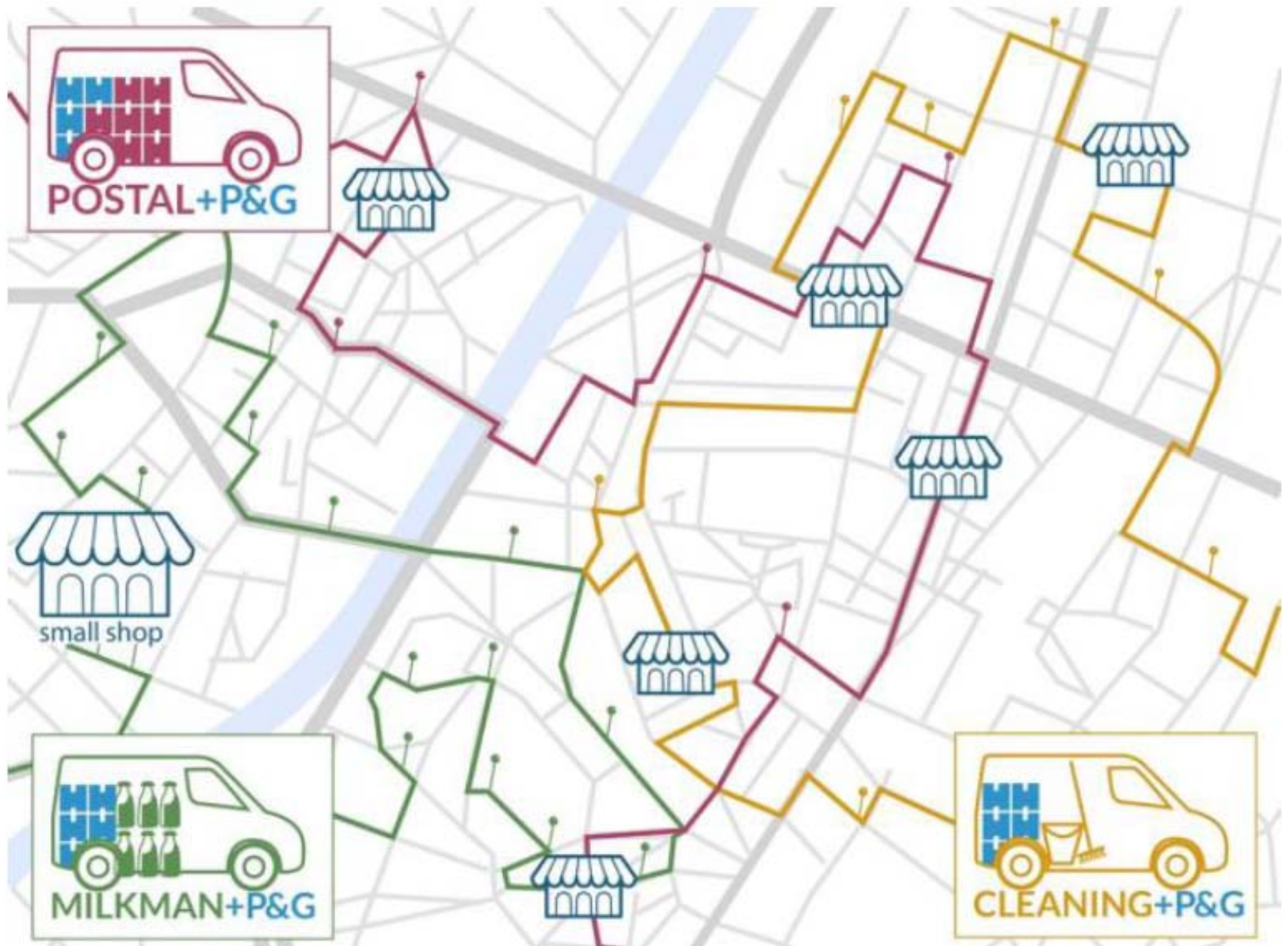




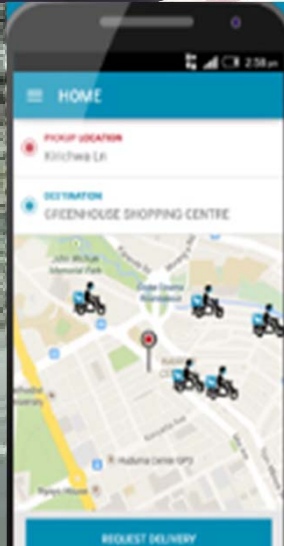
Challenges for city logistics in Brussels











Alamy E6TFXN



# Involved Stakeholders

Shipper;  
Procter &  
Gamble

Logistics  
service  
provider

Wholesaler,  
Distributors,  
Supermarkets

Small  
independent  
retailers

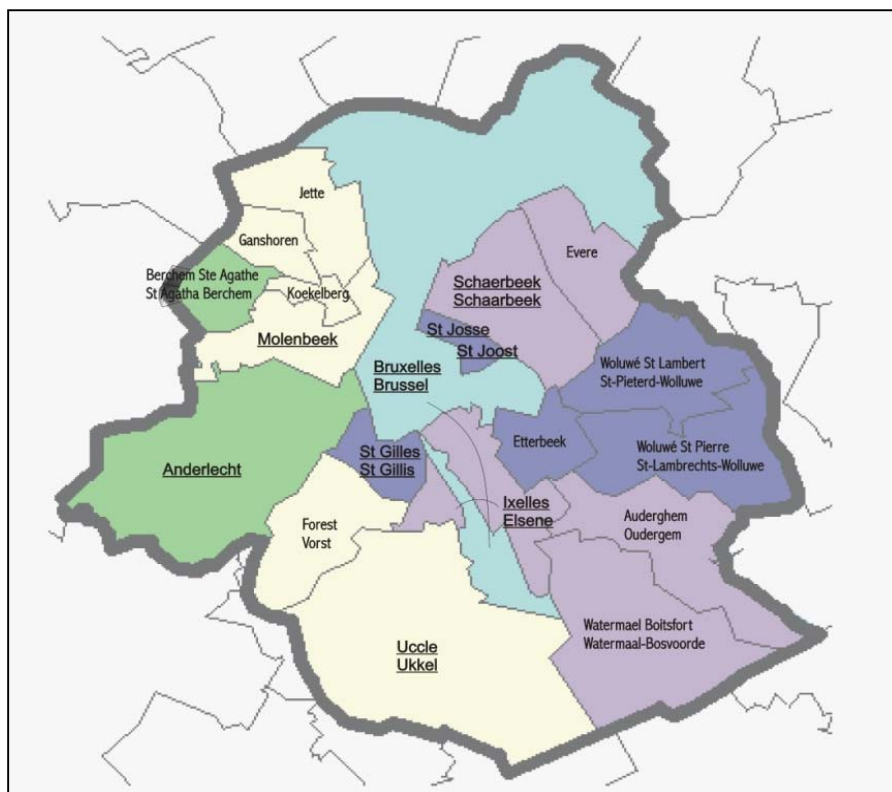
Owners of  
free capacity

Local  
authorities



# Implementation depends on

Multiple neighborhoods?



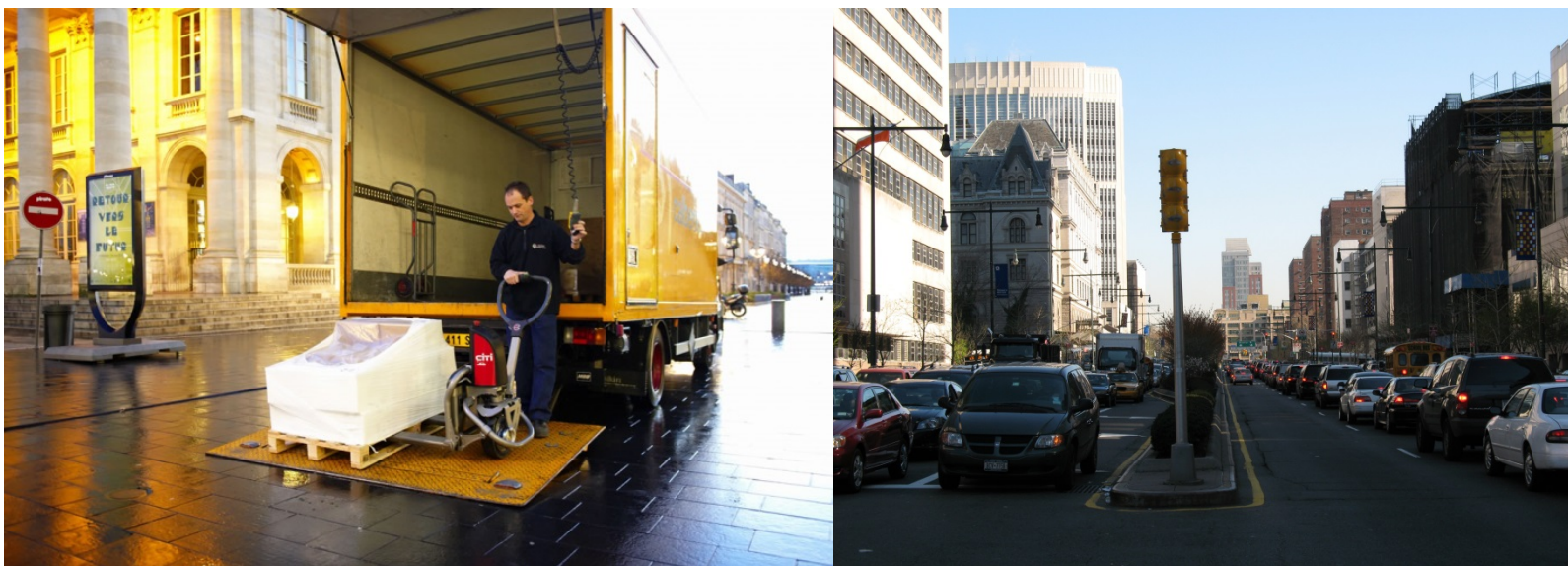
Multiple forms of free capacity?





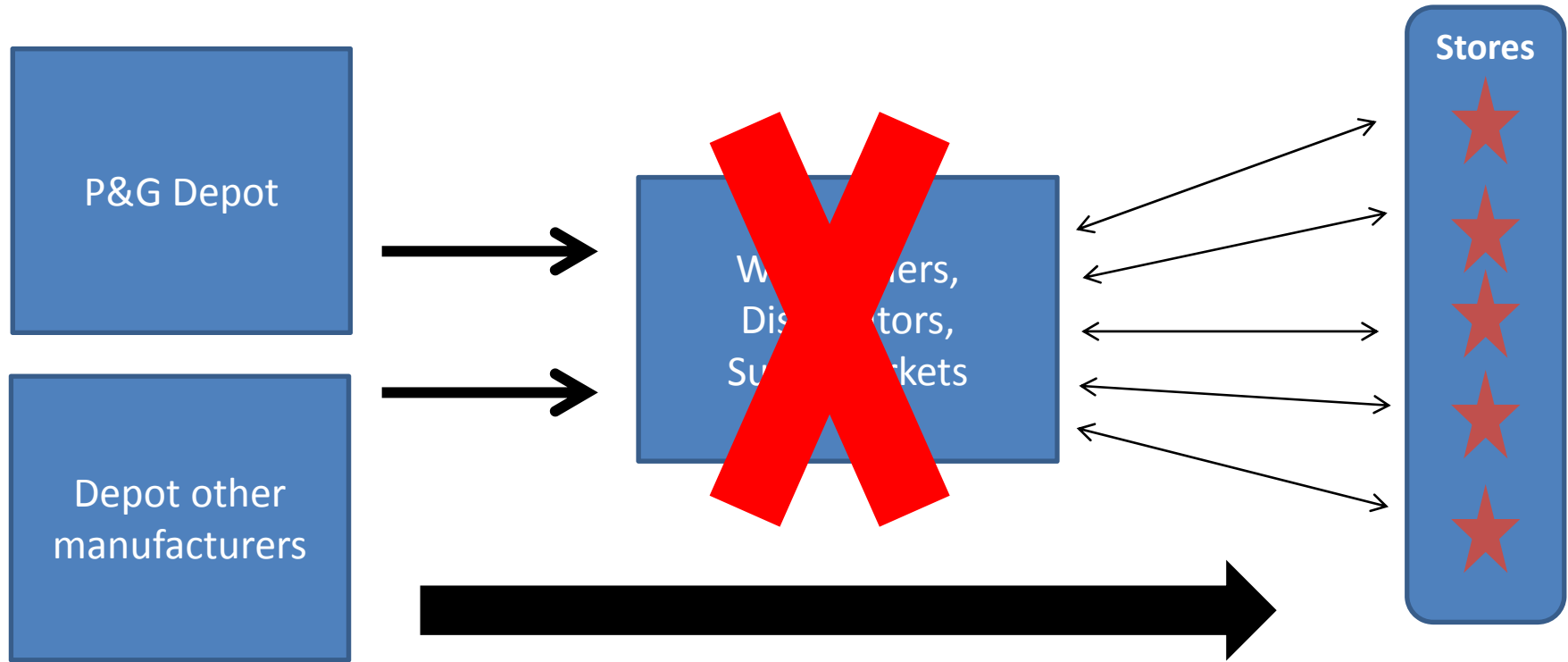


# Expected impact





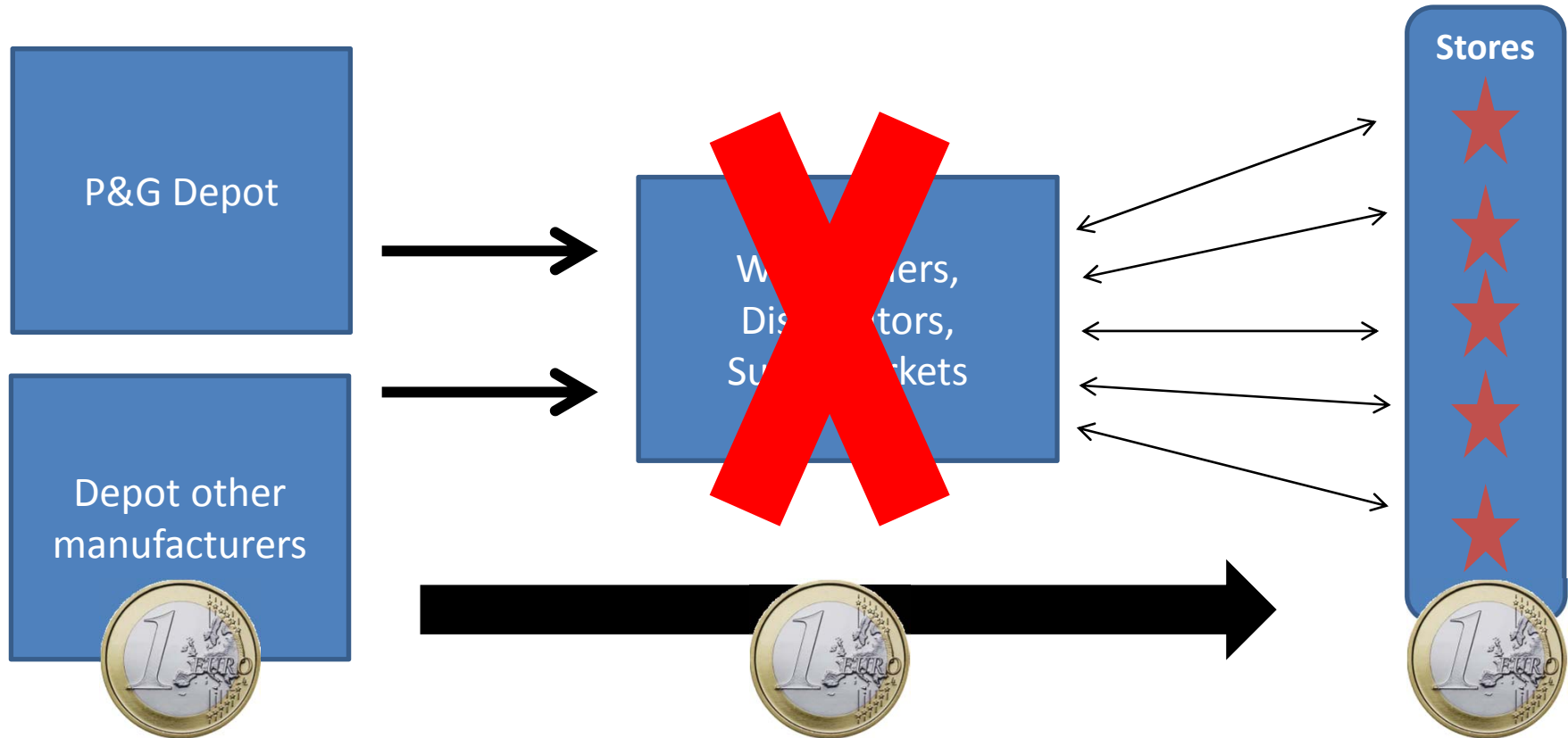
# Challenges







# Challenges





# Transferability

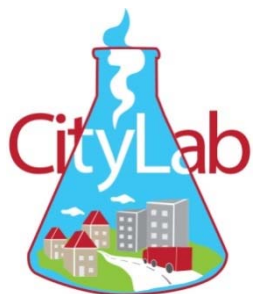




## Timescale

- Preparation (June-December 2015):
  - Define and align new supply chain set-up
  - Contact companies with free capacity
  - Contact small independent store owners
- Implementation 1 or more trials and data collection (February 2016 onwards)





# Contact



**Dr. Sara Verlinde (VUB)**

Phone +32 2 629 24 11

Email [sara.verlinde@vub.ac.be](mailto:sara.verlinde@vub.ac.be)



**Stefan Bottu (P&G SNIC)**

Phone +32 2 456 6567

Email [bottu.s@pg.com](mailto:bottu.s@pg.com)



**Bram Kin (P&G/VUB)**

Phone +32 2 629 24 11

Email [bram.kin@vub.ac.be](mailto:bram.kin@vub.ac.be)



**Lieven Deketele (P&G SNIC)**

Phone +32 2 456 3638

Email [deketele.l@pg.com](mailto:deketele.l@pg.com)



**Prof. Cathy Macharis (VUB)**

Phone +32 2 629 22 86

Email [cathy.macharis@vub.ac.be](mailto:cathy.macharis@vub.ac.be)



[www.mobi.vub.ac.be](http://www.mobi.vub.ac.be)

