# Relex – core part of growth strategy

Relex Tammiseminaari 23.01.2018
Panu Hannula

# Agenda

- Musti Group
- Business Infrastructure Renewal
- Relex in Musti Group
- Future potential
- Q&A

Musti Group

# #1 pet specialty chain in the Nordics

## With 263 stores Musti Group is the fourth largest chain in Europe

| STORES AND OMNI-CHANNEL | STORES | POSITION |
|---|---|---|
| ARKEN ZOO, DjurMagazinet, Djurkompaniet | 127 | #1 |
| Musti ja Mirri | 123 | #1 |
| Musti | 13 | New |

**E-COM**

PetenKoiratarvike.com

VetZoo Animail

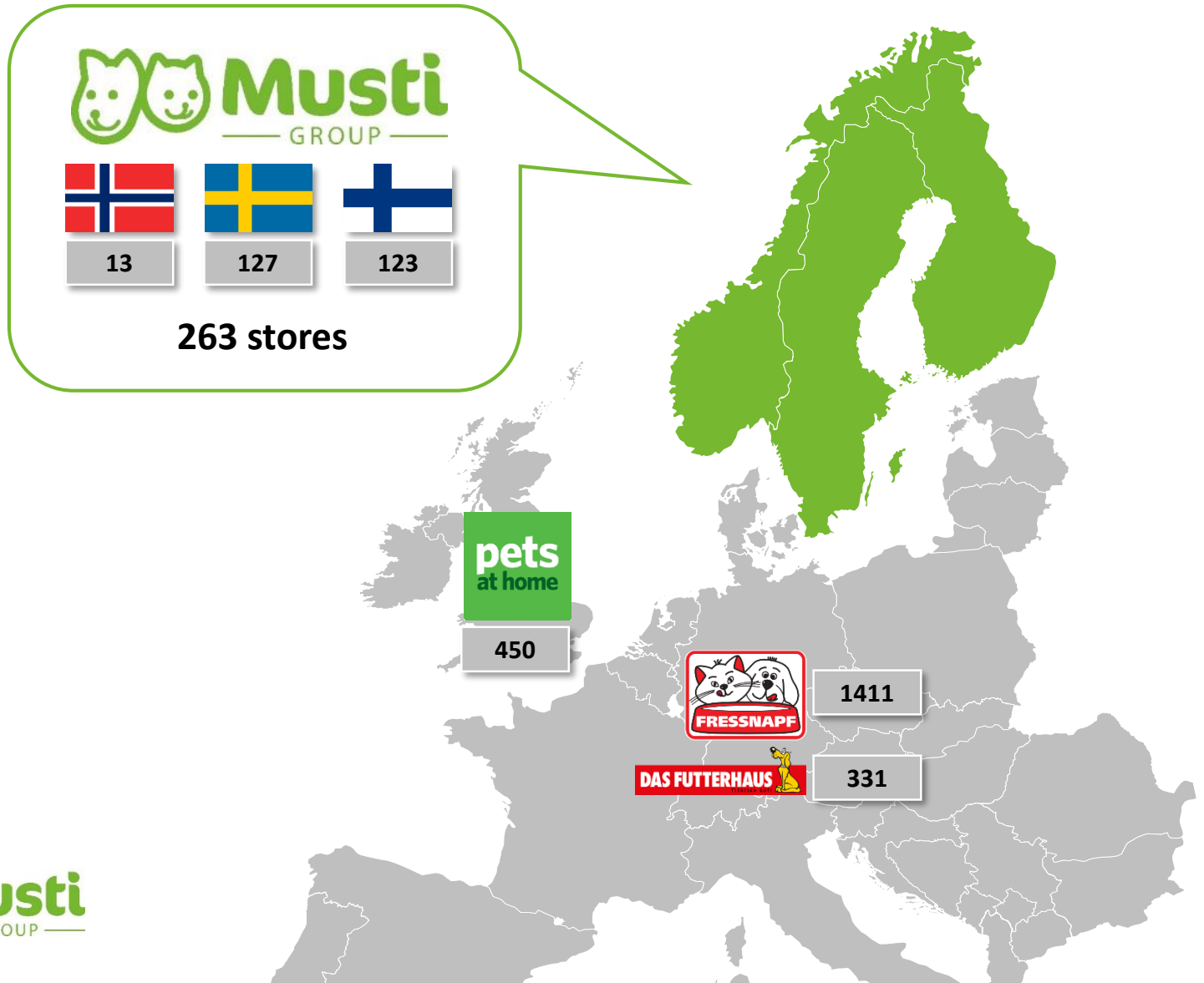
**SERVICE**

| | |
|---|---|
| vettris veterinärklinik | 11 |
| Trimmis Pet Spa | 55 |

**Over 1 000 000 loyalty club members**

Musti GROUP

# Musti Group is #4 in Europe




Musti
GROUP

# Our journey to Nordic market leadership

Founded 1988

**2010**

#1 in Finland, current strategy kicked off

**2012**

Entry into Sweden as Grizzly Zoo joins Musti Group

**2015**

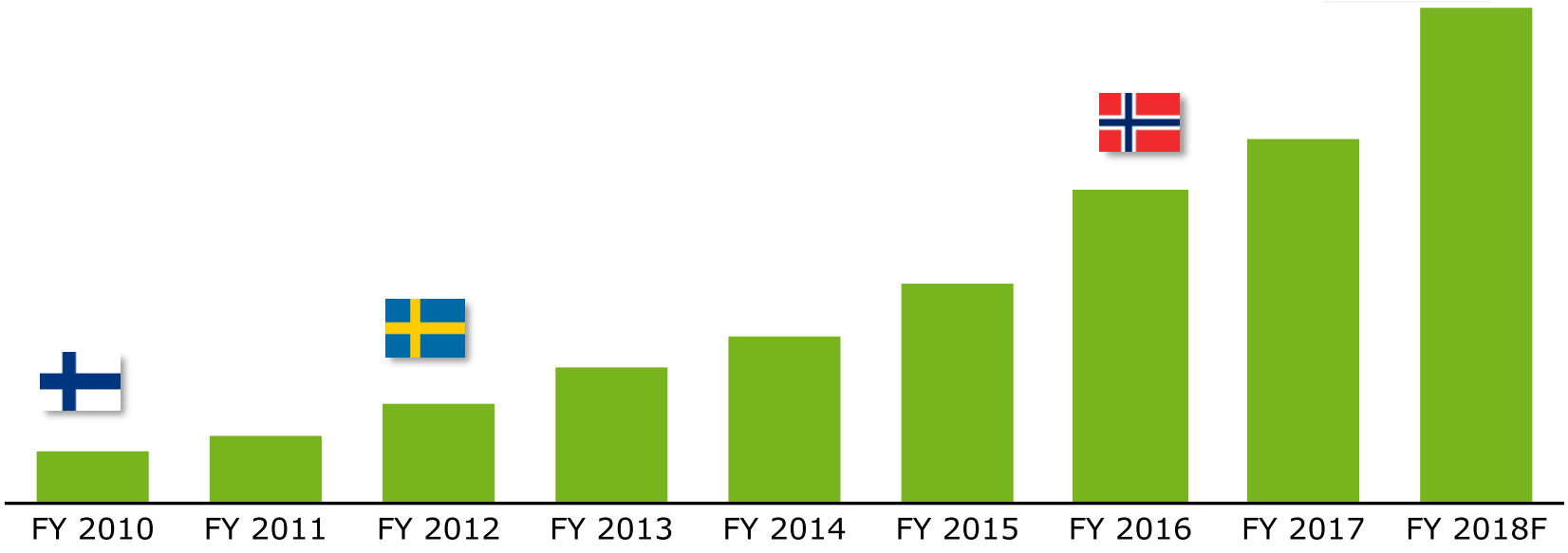
Arken Zoo & Djurmagazinet join Musti group

**2016**

Entry into Norway, starting in Oslo

**2017/18**

Djurkompaniet, Vetzoo & Animail join the Musti Group



# Highlights from past years

GREAT PLACE TO WORK® Suomen parhaat työpaikat 2016 Finland

GREAT PLACE TO WORK® Best Workplaces 2017 Finland

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# Musti Group cornerstones

| | | | |
|---|---|---|---|
| OWN SOURCING | UNIQUE BRANDS / PRODUCTS | SERVICES | **Differentiate our offering** |
| OUTSTANDING CUSTOMER SERVICE | CONVENIENT STORE LOCATIONS | OMNI-CHANNEL RETAILING | **Added value to customers** |
| MANAGE WITH DATA | REWARDING CUSTOMER CLUB | CROWDSOURCING | **Test new things boldly, measure results, decide accordingly** |

*We make the life of pets*
*and pet parents*
*easier, safer and more fun.*

# Business Infrastructure Renewal

# Musti Group Business Infrastructure Renewal

## (business infrastructure = processes, systems, data, people)

**WHY**

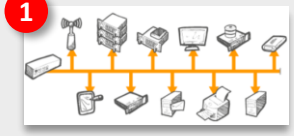
*Musti ja Mirri mission:*

*"We are here to make life of pets and pet owners easier, safer and more fun."*

| | | |
|---|---|---|
| Own sourcing | Own brands | Services |
| Excellent customer service | Stores conveniently located to shop | Omni-channel retailing |
| Manage with data: Test, analyze & learn | Rewarding customer club | Crowd-sourcing |

- Continuity
- Productivity & scalability
- Enable growth
- Company value

**FOCUS AREAS**

1. 

   **Infrastructure**

2.


   **Data & assortment**

3.


   **Prosesses, core solutions**

4.


   **Customer engagement & e-com**

5.

   **People & Partners**

**PHASES**

**FY 2016-2017**
**Build the foundation**

**FY 2018**
**Finalize renewal, benefits realization**

**FY 2019**
**Full potential utilization, continuos improvement**

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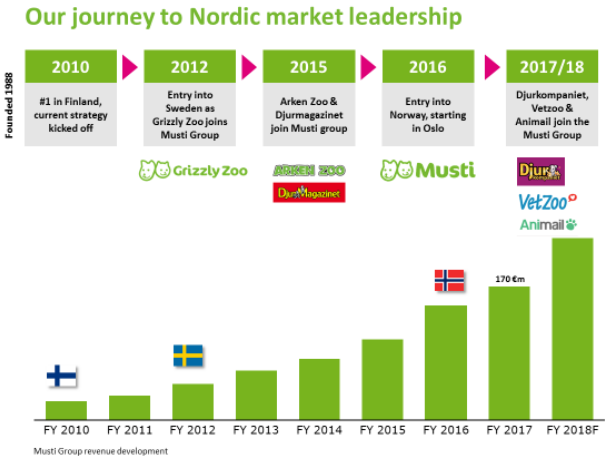
Relex in Musti Group

# Relex in Musti Group




**Main drivers:**

- Rapid sales growth, increased number of stores
- Availability, customer experience
- Resource constraints, efficiency targets

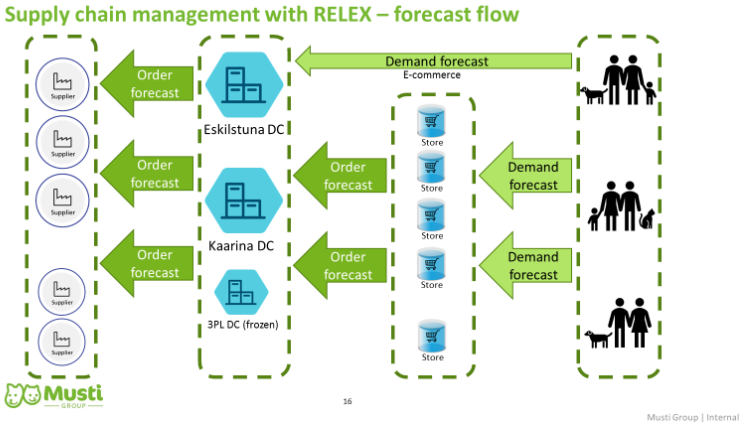
**Relex selected as the solution and partner**

- Provide **reliable availability** for the customers
- Bring **efficiency**
- Enable **supply chain optimization**

Musti GROUP

# Ongoing activities with Relex

- **Integrated supply chain** by sharing the order forecasts with selected suppliers
- **Acquisitions** – onboarding new stores and warehouses as a continuous process
- **Roll out of targeted solutions** across the store network
- Introducing Relex for **frozen products**
- Improving **customer experience and efficiency in omnichannel**



# Key takeaways

- **Data** quality
- Inhouse **competences**
- **Operational model renewal**
- Set the **par high enough** – challenge yourself and Relex
- Drive strong **business case**

# Future potential

# Potential future development

- Store **clustering**
- **Assortment planning** integrated to real time SCM data
- Semi **automatic planogramming** supported with SCM analytics sight
- Assortment and replenishment **collaboration between stores and centralized replenishment team**
- Delivery volumes in **work force optimization**

*Thank You!*