

# **SAP CRM for the consumer products industry**

With our SAP solutions for the consumer products industry, you can adjust your products and services to accurately reflect customer demand. Your company can rapidly adapt to changes in the market and costs, while costs are fully monitored.

Our SAP solutions bring the following benefits:

With SAP for the consumer products industry, you can achieve full integration of your logistics chain, allowing you to react to changes in demand and purchasing habits rapidly and cost-effectively. As every single stage of your supply chain is clearly defined, from dealing with suppliers and partners to strengthening customer relationships and increasing customer loyalty, SAP for Consumer Products can produce measurable improvements with regard to costs, revenues and strategies. The solutions have been customised to suit the individual needs of the following segments:

## **Food industry:**

You are given straightforward and cost-effective solutions to the central challenges and problems facing the food industry. This includes rapid market launches, food safety and transparency and responsiveness across all stages of the supply chain, from supplier to consumer.

## **Drink industry:**

Your business processes can be streamlined, from product development/launch to marketing. No matter how large or small your drinks manufacture company is, you will be able to monitor costs, ensure product quality, reduce delivery times and offer customer perfect service.

## **Clothing industry:**

As a clothing or shoe manufacturer, you can analyse your customer's purchasing habits and react rapidly to lucrative business opportunities. And keep tabs on your costs at all times.

## **Consumer durables/domestic appliance industries:**

Increase profits by combining areas such as product development, planning, production and sales and offer first-class service and support.

## **Domestic products and body-care industries:**

Improve all your central processes, such as product development and launch, category management, sales and demand planning, retail promotion management and production.