The Dutch Retail Value Chain
Challenges & Opportunities for the LSP

What is happening and about to happen in the retail chain? And what is the impact for the LSP?

The consumer “in the lead”

**Trends**
- Sophisticated shoppers
- Aging society
- Sustainability
- Scarcity of resources

**Future Consumer Profile**
- Consumer knows everything
- Consumer wants

**Retailer - Expands its domain**
- Vertical integration
- Multi-channel retailing
- In-store technology

**Manufacturer**
- Impact of (future) retailer
  - Collaboration: Vertical vs. horizontal
  - Looking for unburdening

**Road to the future LSP**
1. Iterative collaboration model instead of the traditional waterfall tender approach; to come to a flexible and innovative solution
2. Monitoring and visibility; in order to enable real-time proactive control over good flows
3. Start-up company as orchestrator; new created organization with delegates of each collaboration organization
4. Organizational focus in retailing is increasingly developing towards the client intimacy paradigm, be prepared!
5. Remove ballast in collaborating partnerships; to prevent to get stuck in regulations and contract negotiations

By Pieter Meints & Simon Dalmolen

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"The LSP must be the coordinator of a horizontal collaboration" University

"The LSP has to take initiative to start new collaborations" Manufacturer

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