

# **2017 ACE EMPOWER PROGRAMME**

The background features a light blue gradient. A large, dark blue arrow-shaped graphic points from the left towards the right, containing the text. Below this, a bright orange horizontal bar is positioned, with a dark blue arrow-shaped graphic pointing from the right towards the left, overlapping the orange bar.

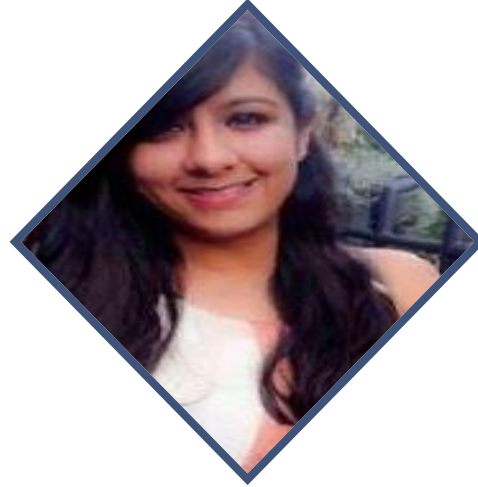
# HELLO!



**Amy Broome**  
Key Account  
Executive – Retail  
**Menzies  
Distribution**



**Lee Taylor**  
Night Distribution  
Manager  
**NewsPrinters**



**Moneeba Baloch**  
Circulation & Trade  
Marketing Manager  
**Seymour Distribution**



**Laura Bolt**  
PA  
**Trinity Mirror**

“ How does the current supply chain need to evolve to meet the changing needs of publishers, retailers and consumers? ”

# An Introduction

## Communication Methods:



Google Docs



WhatsApp



CONFERENCE  
CALLS

## Feedback sources:

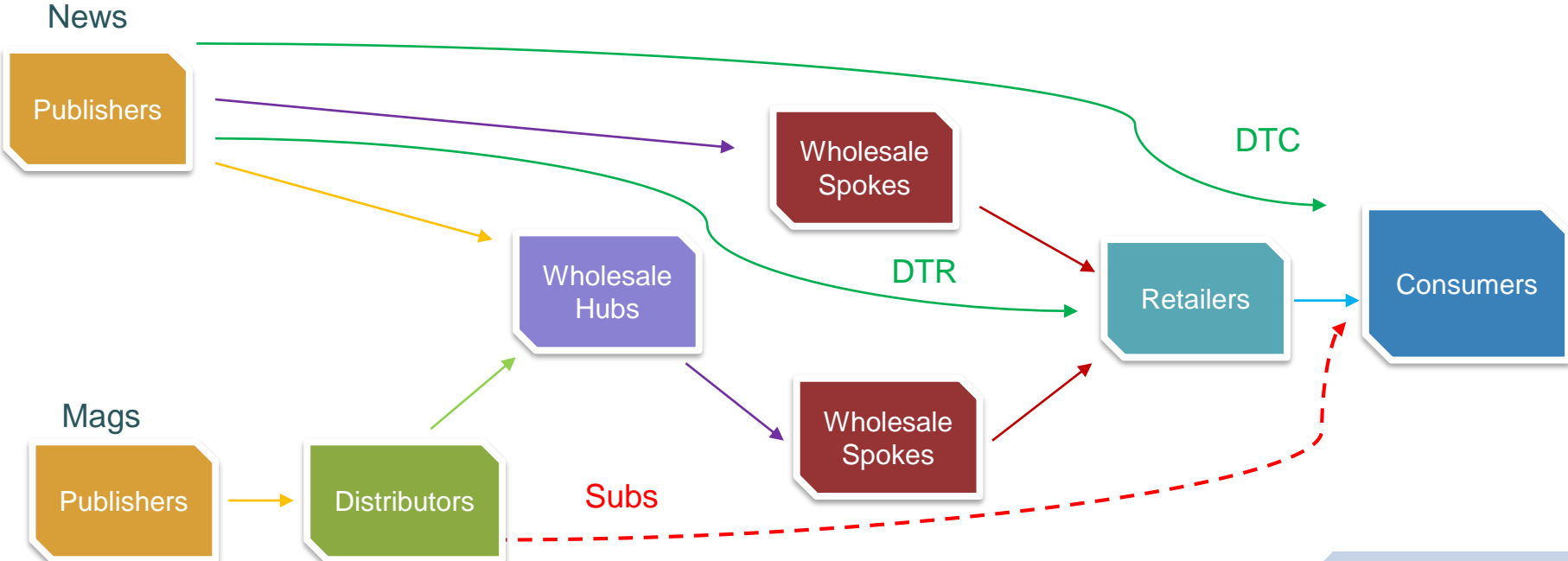
Trinity Mirror plc

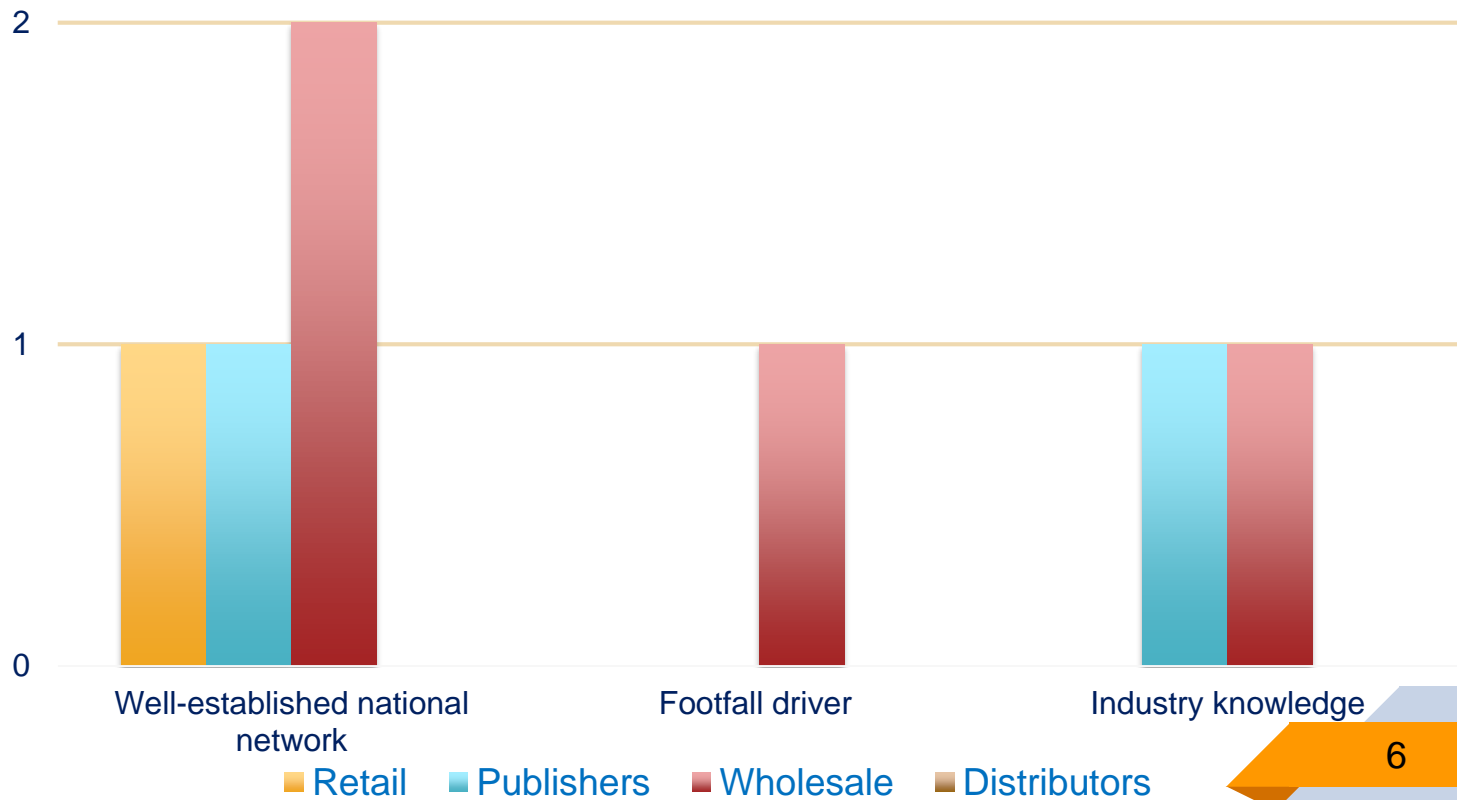


EGMONT

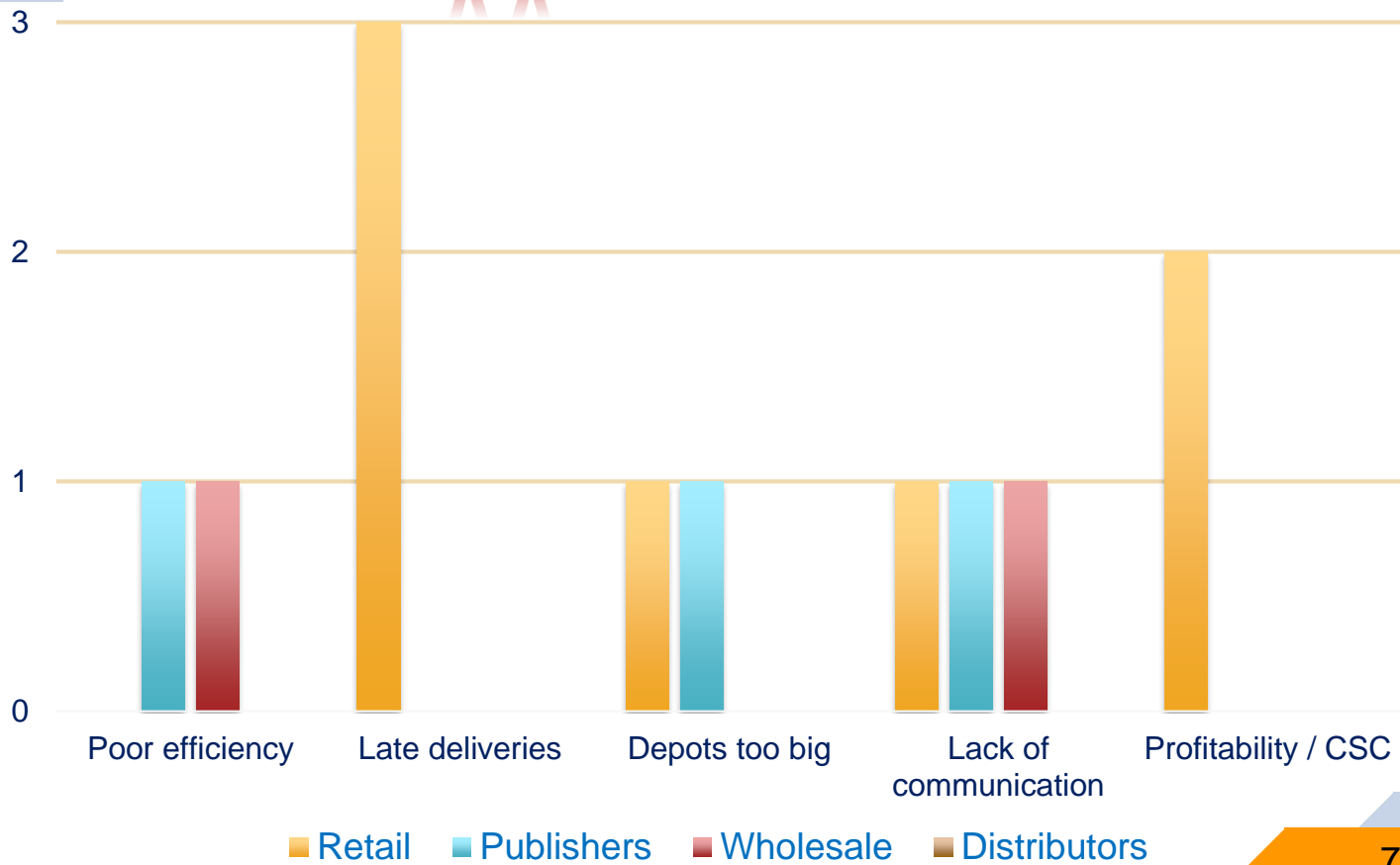


# The Current Supply Chain

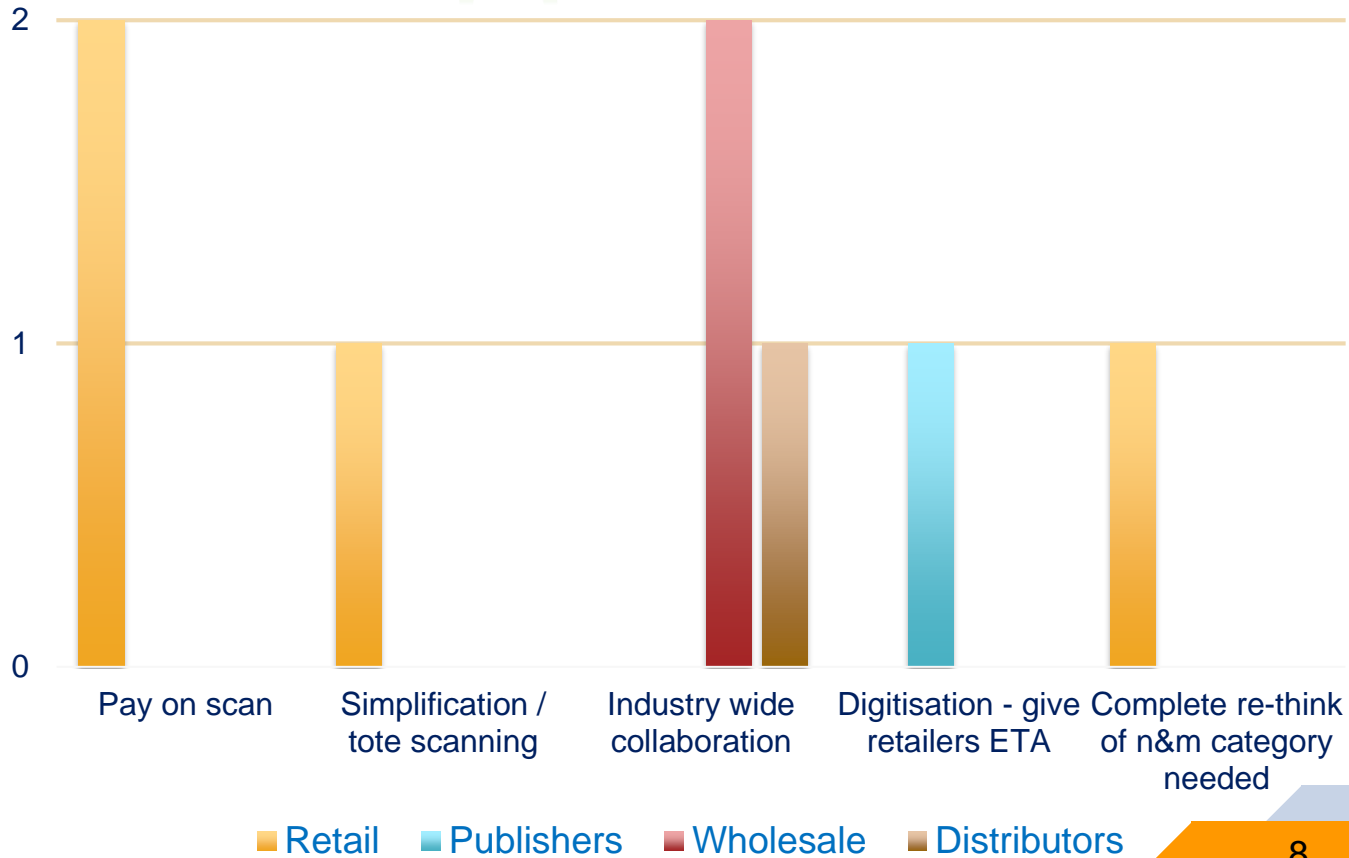




# Weaknesses

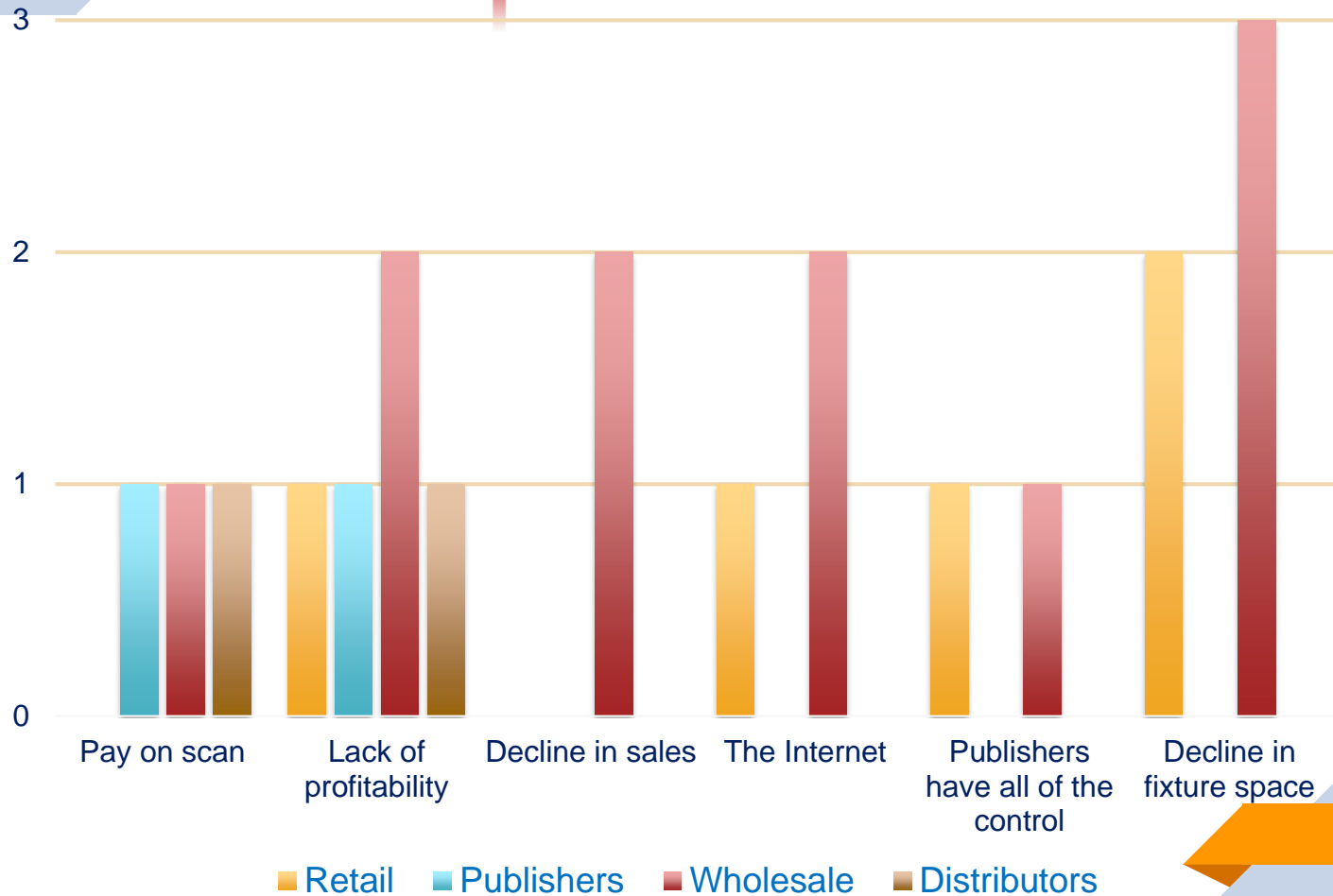


# Opportunities





# Threats



# Today's Supply Chain - Publishers



## ⊠ Strengths

- ⊠ Robust system
- ⊠ Plenty of copy
- ⊠ Current processes useful

## ⊠ Weaknesses

- ⊠ Not evolving
- ⊠ High waste targets
- ⊠ Distribution centres

## ⊠ Needs

- ⊠ Profitable way of getting copy from printers to retail
- ⊠ More innovation
- ⊠ Guidance with digital

# Today's Supply Chain - Retailers



## Strengths

- Well established distribution network
  - Logistics
- Plenty of Industry knowledge
  - Test of time

## Weaknesses

- Time sensitivity of the product
  - Lack of communication
    - Lack of flexibility
- Consolidation of branches

## Needs

- Smarter allocations
- Simplification of the category
  - Pay on scan

# Today's Supply Chain - Consumers



## Strengths

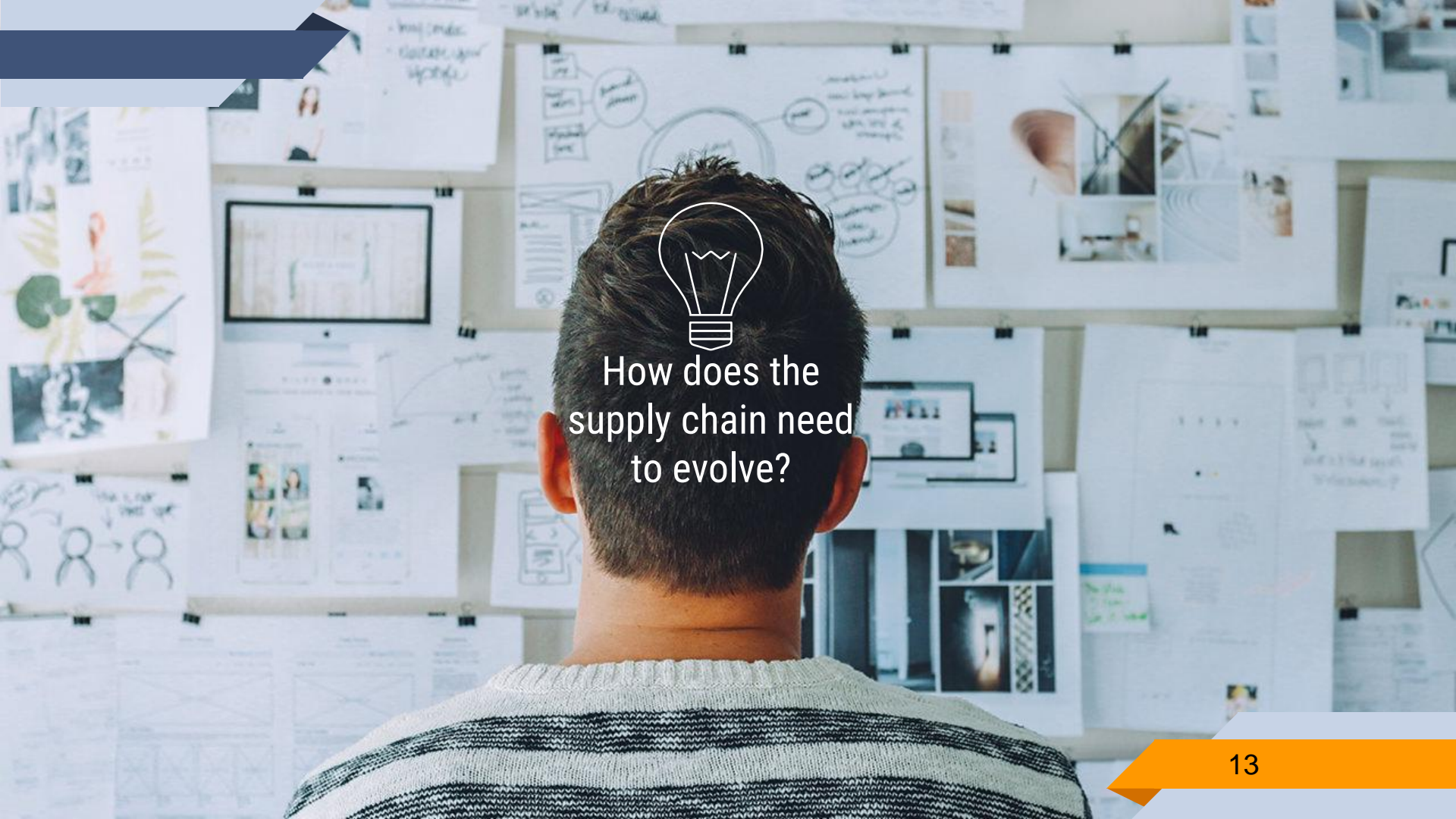
- ☒ Good value for money
- ☒ Inspirational & fresh with new ideas
  - ☒ 'A way to relax'

## Weaknesses

- ☒ No leisure time to read magazines
- ☒ Favourite title not available
  - ☒ Late delivery times

## Needs

- ☒ Shopping habits of consumers changing
  - ☒ More promotional offering

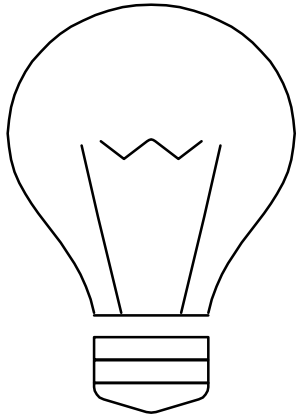


How does the  
supply chain need  
to evolve?

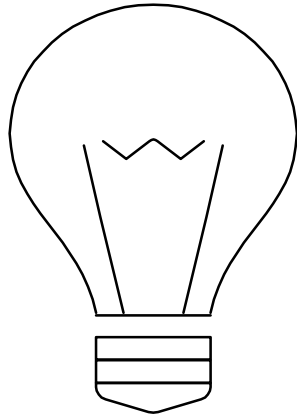


## Our ideas

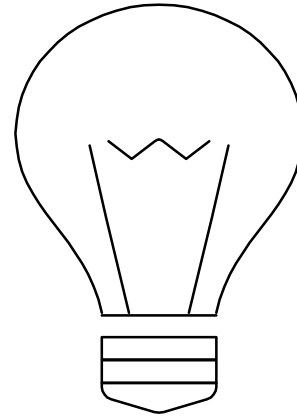
### 1. Consolidation



### 2. Innovation



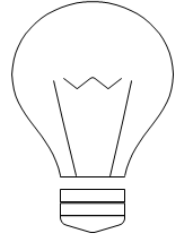
### 3. Centralised Super Hub





# Consolidation

## 1. Consolidation

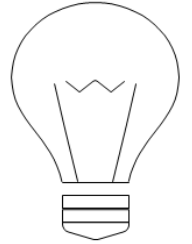


- Joint distribution of newspapers: Cost savings – for the publisher
- More industry wide collaboration
- Less polarised on sale dates
- Moving towards two main magazine distributors



# Innovation

## 2. Innovation

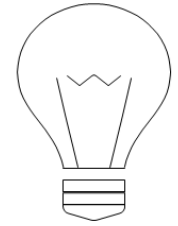


- Subscriptions
- Online teasers
- Third Party products with newspapers/magazines





# Centralised Super Hub



☒ Allocations

☒ Range compliance

☒ Customer service centre

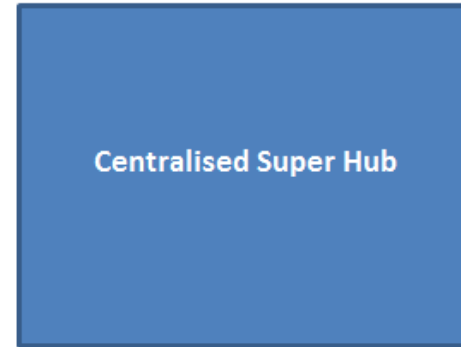
Newspaper Publisher



Magazine Distributor

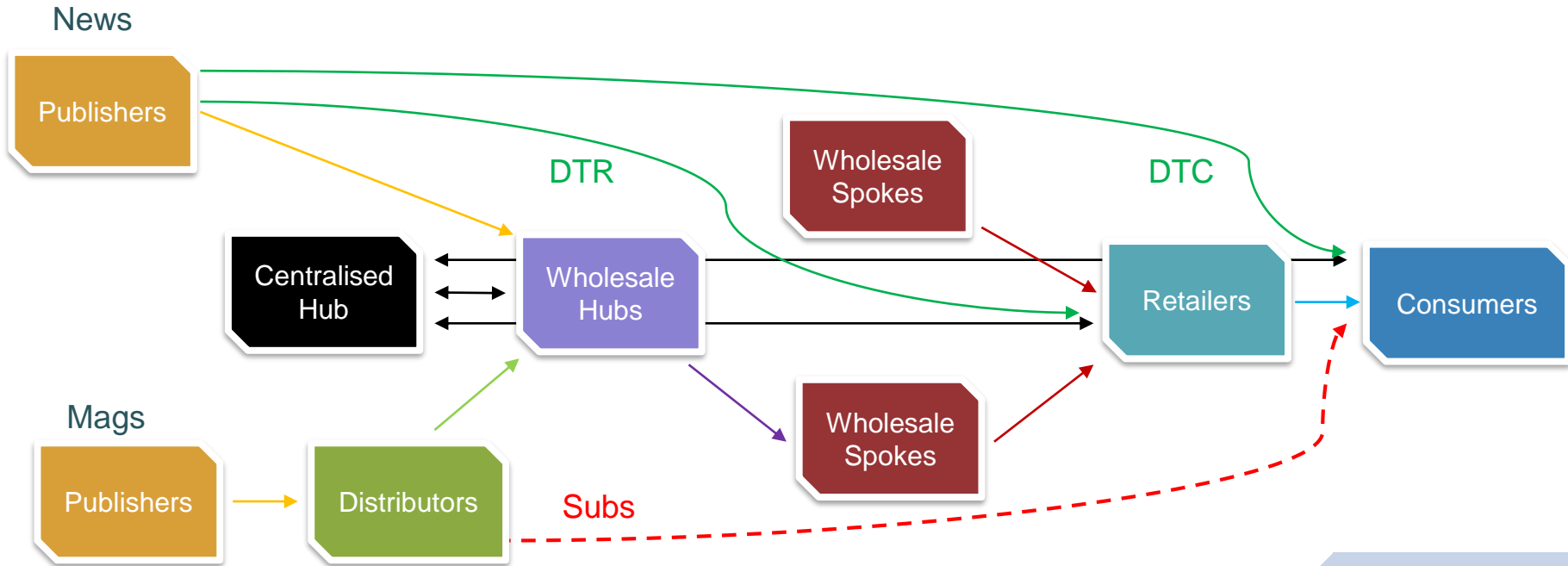


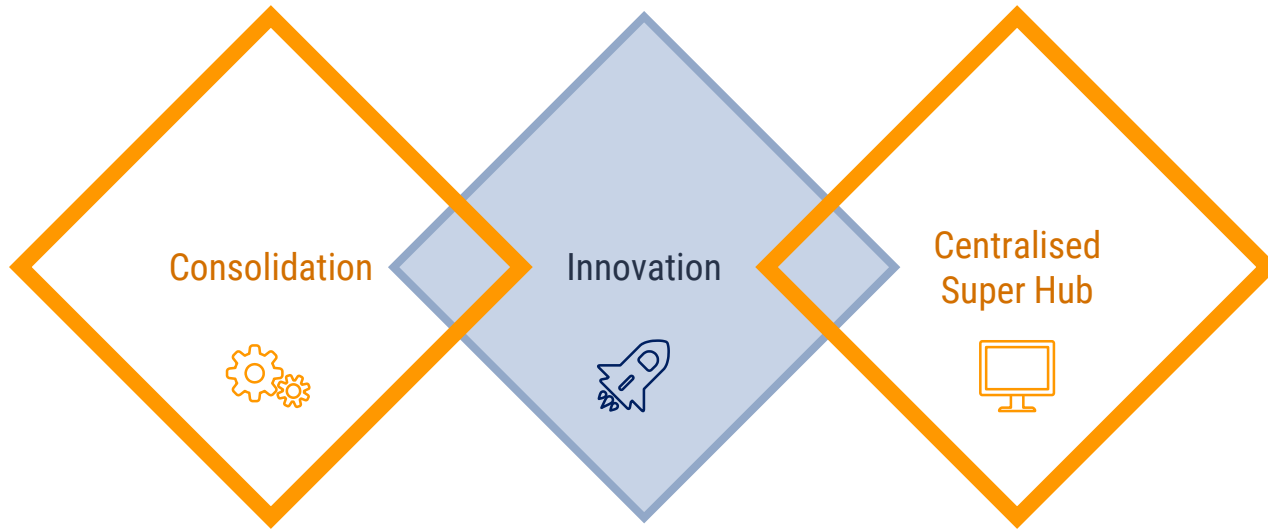
Retailers



Wholesale

# Possible Future Supply Chain





**Thanks For Listening**

*Any Questions?*