

Visionary consulting

**Konsulttiverkko<sup>®</sup>**

---



## **Our Strategy for Retail's Omnichannel Future**

[www.konsulttiverkko.fi](http://www.konsulttiverkko.fi)

1

# Customer

Our client is a significant domestic retail chain with an online store and brick-and-mortar locations.

2

# Goal

---

The objective of the assignment is to evaluate the options for the target state operating model — specifically, how the company can better serve its consumer customers' omnichannel, both online and in-store.



3

The company currently uses various operating methods and models depending on the product category and supplier.

The goal is to clarify these operating models, particularly from the "last mile" perspective of the omnichannel customer experience.





4

PROJECT OVERVIEW

# Our Approach

Our approach brings a strong "outside-in" view of effective models from Finland and globally.



5

The assignment challenges the industry's long-standing principles and introduces new options for how to create the foundation for serving the consumer of the 2030s across all channels.



6

# Outcome

The client has a detailed roadmap and a clear vision for future supply chains, along with concrete recommendations and a solid business case to support decision-making.



7

# Summary

Strategic logistics development can significantly improve customer experience and business performance in the retail sector.



INTERESTED?

# Ask more!

---

Jussi Järvinen, Senior strategisti



+358 40 772 5840



jussi@konsulttiverkko.fi



www.konsulttiverkko.fi

