

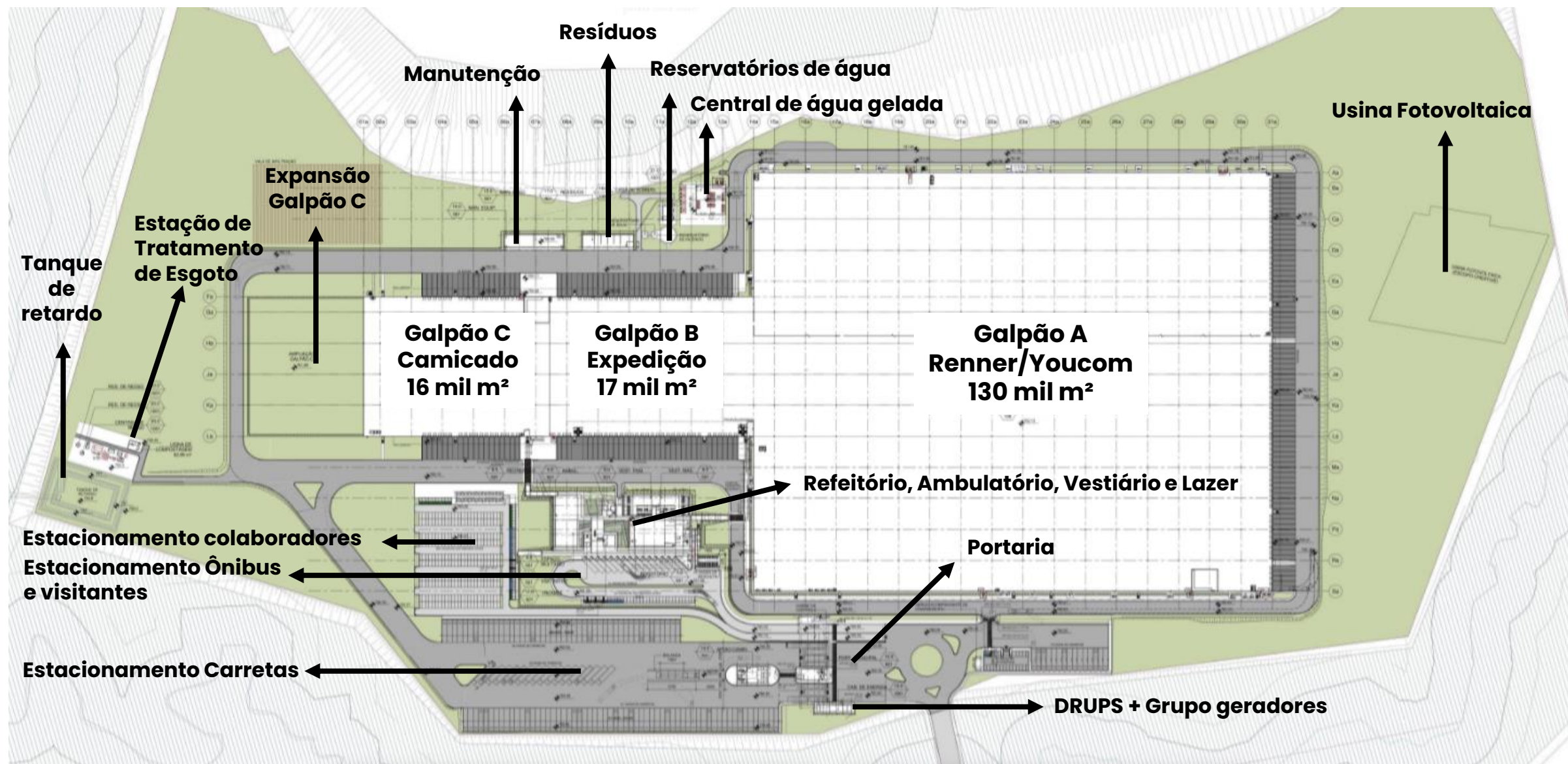
Material de apoio CD SP

LOJAS RENNER S.A.

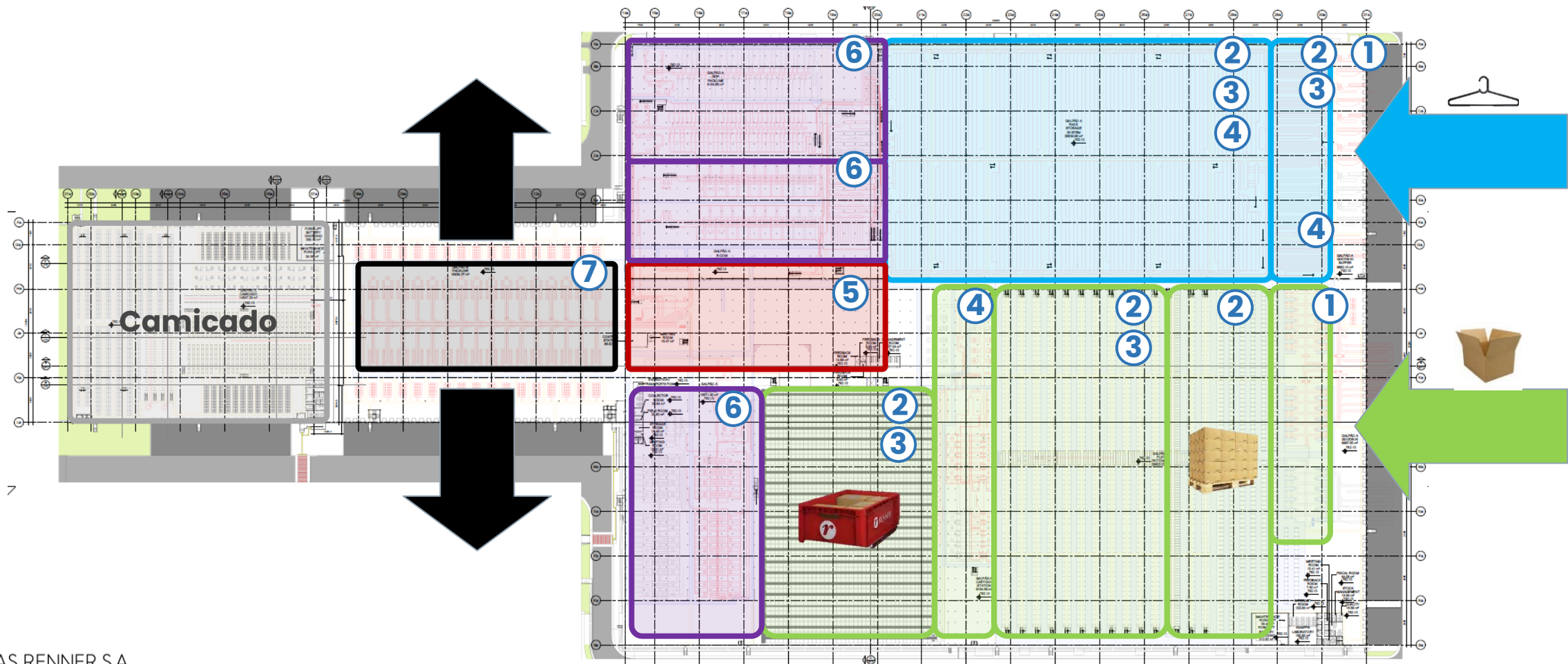
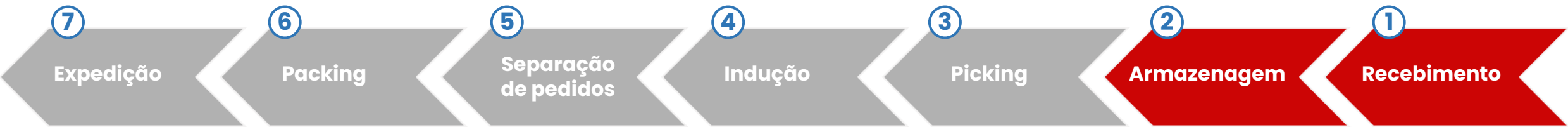


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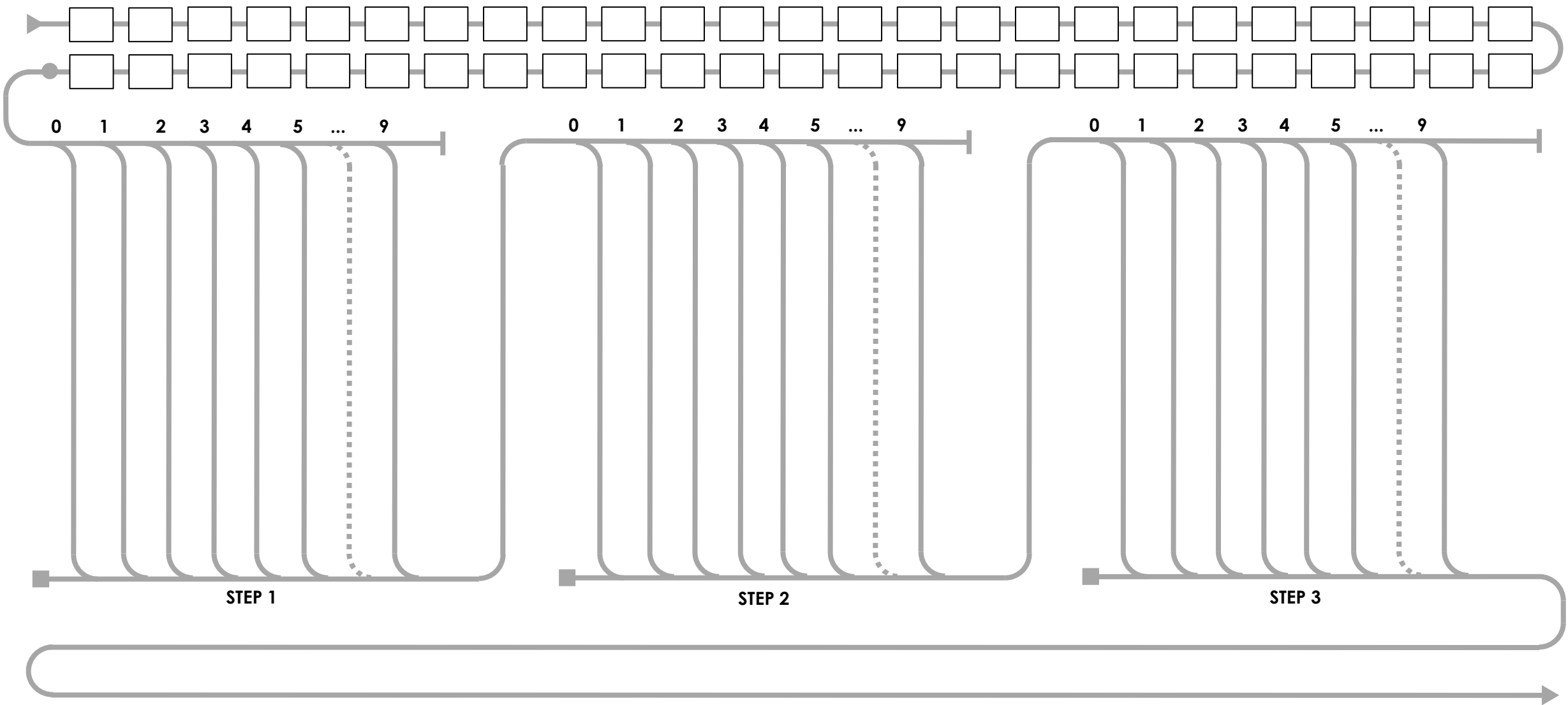
Planta do CD



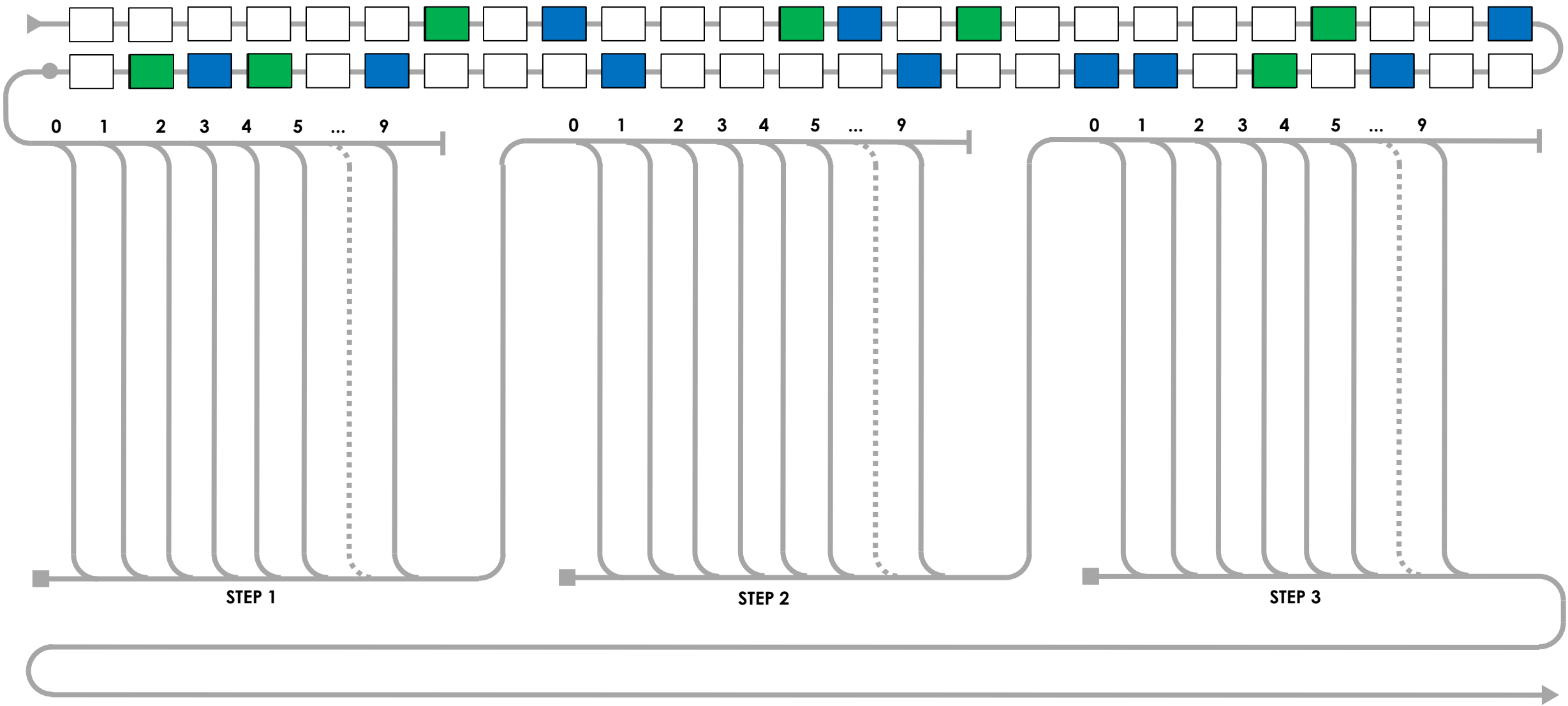
Principais processos e fluxos



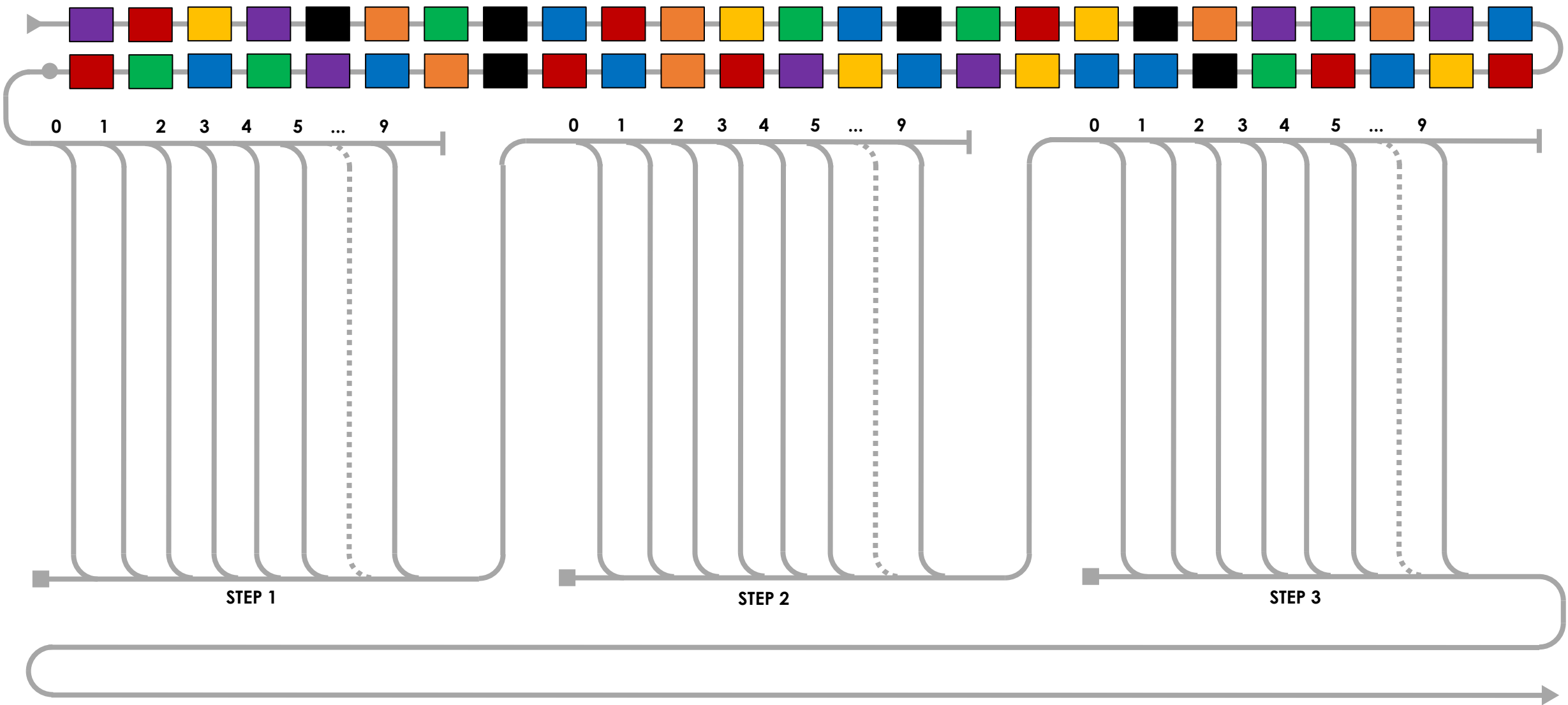
Solução intralogística: Separação de pedidos



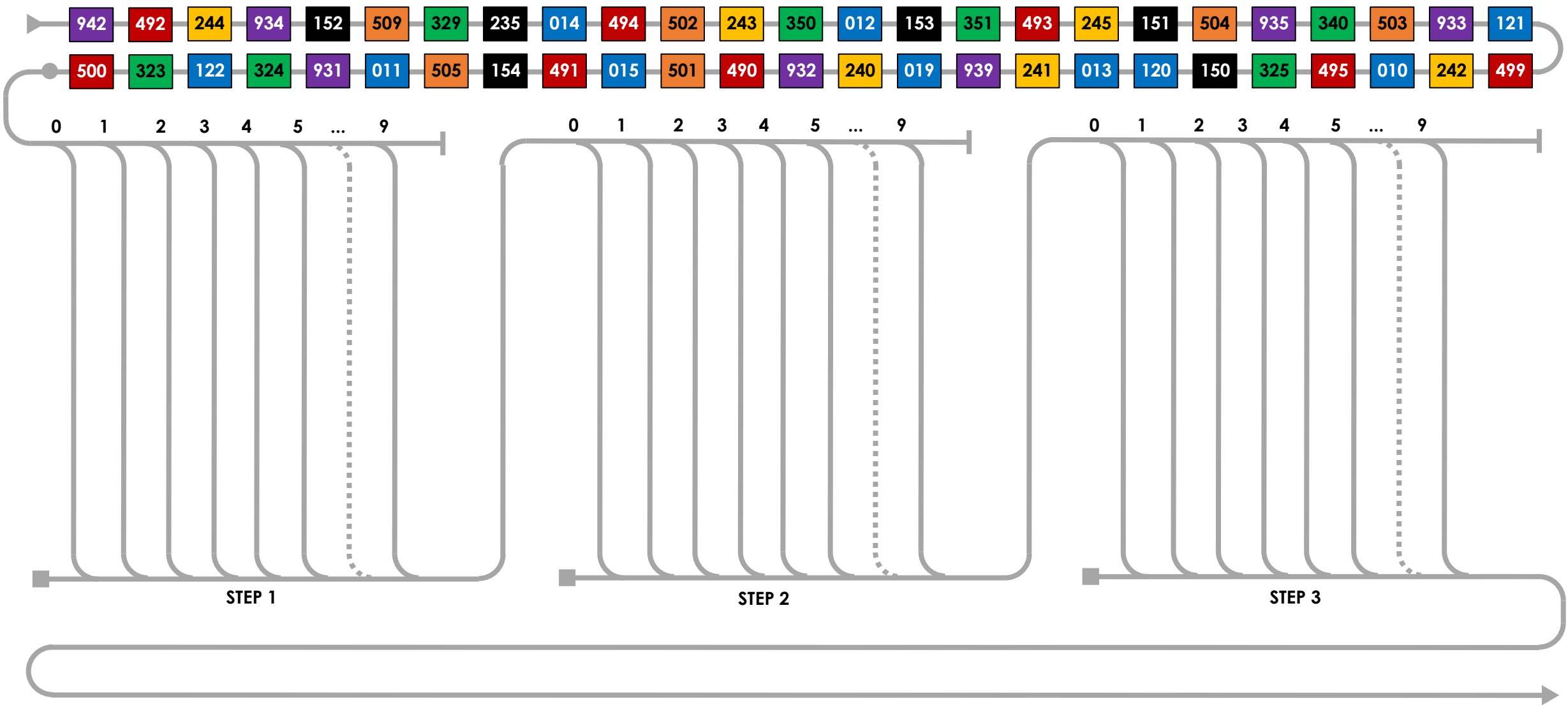
Solução intralogística: Separação de pedidos



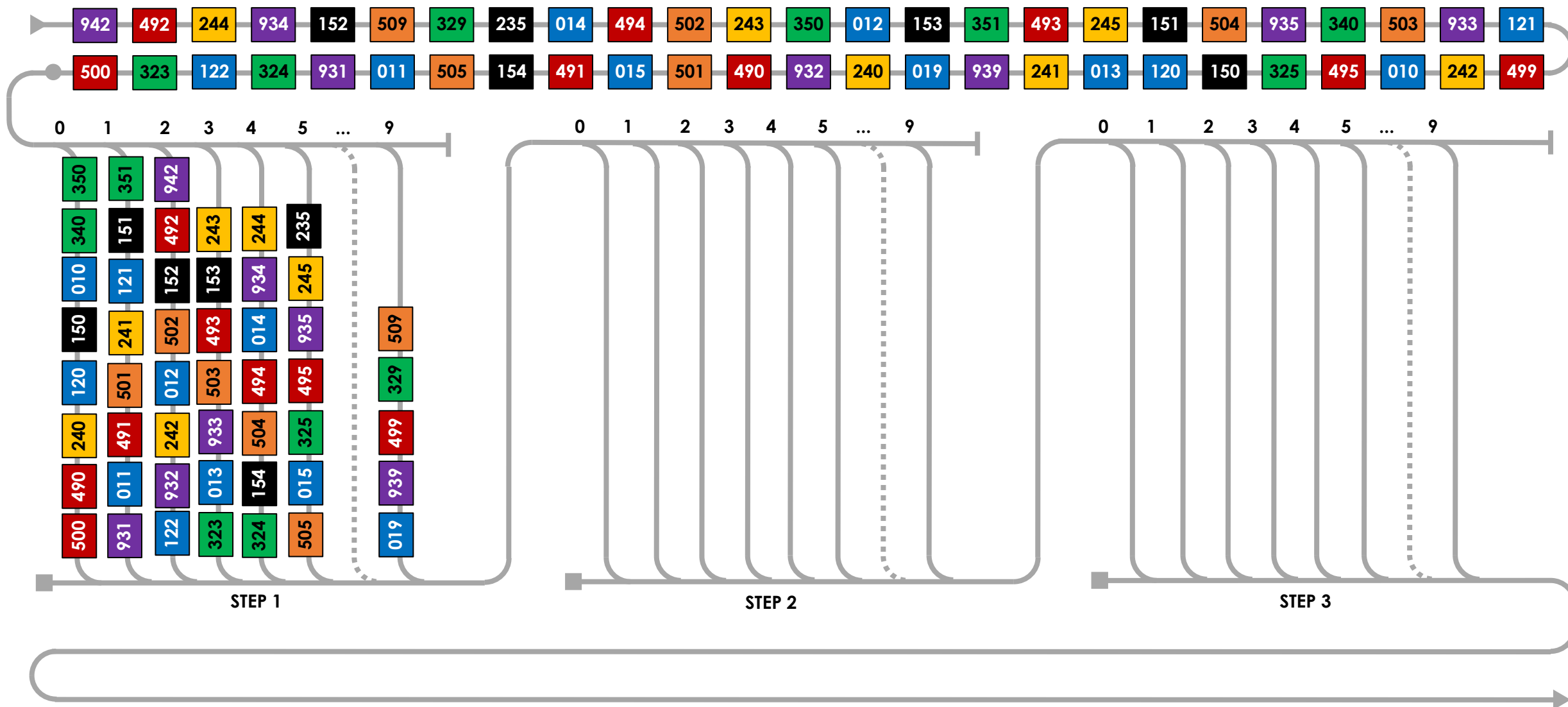
Solução intralogística: Separação de pedidos



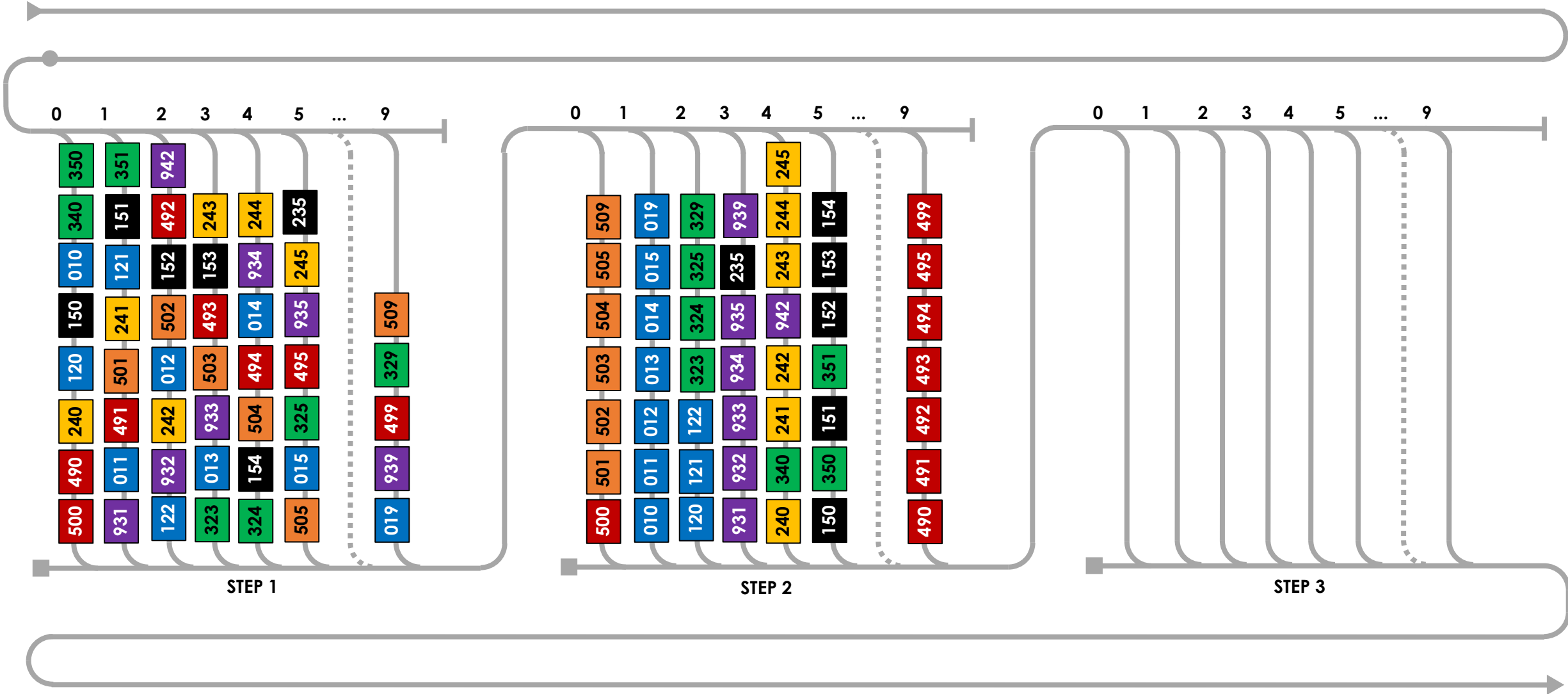
Solução intralogística: Separação de pedidos



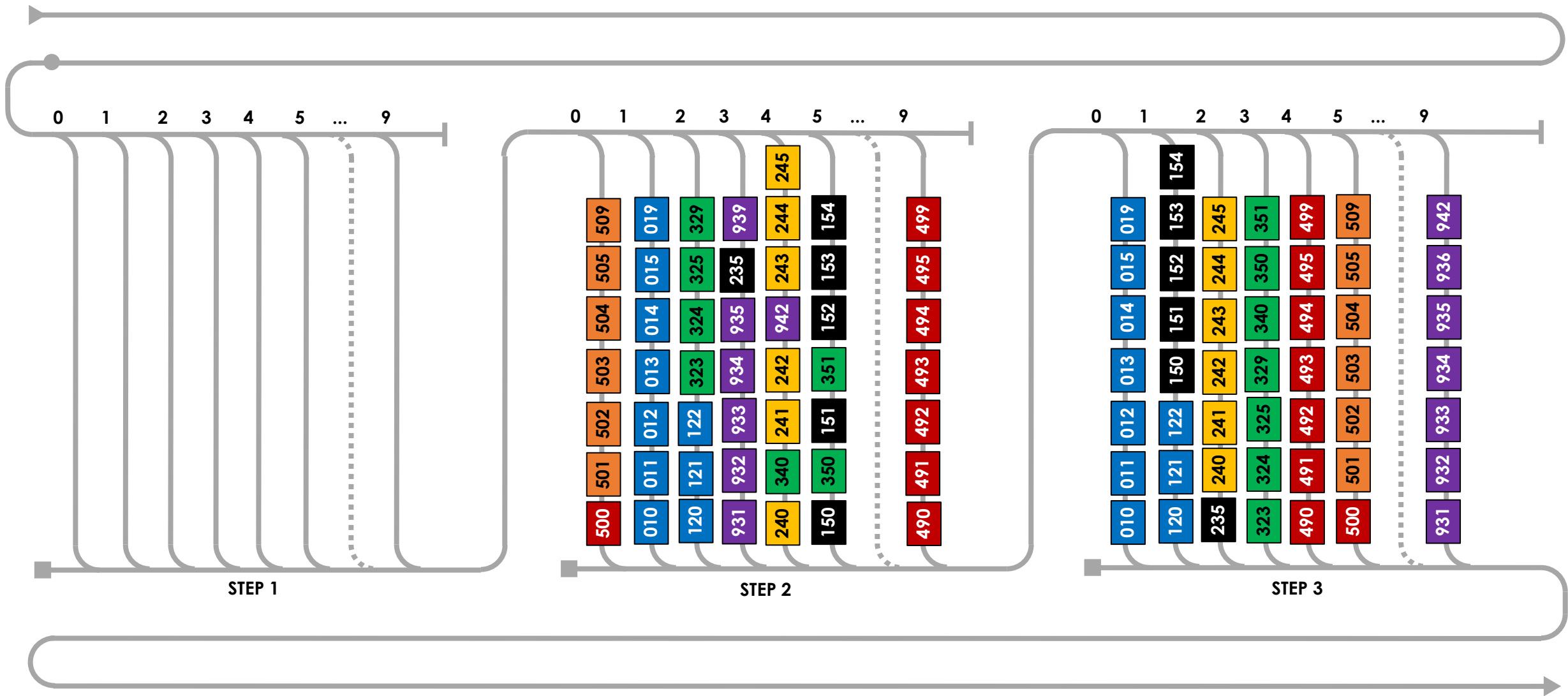
Solução intralogística: Separação de pedidos



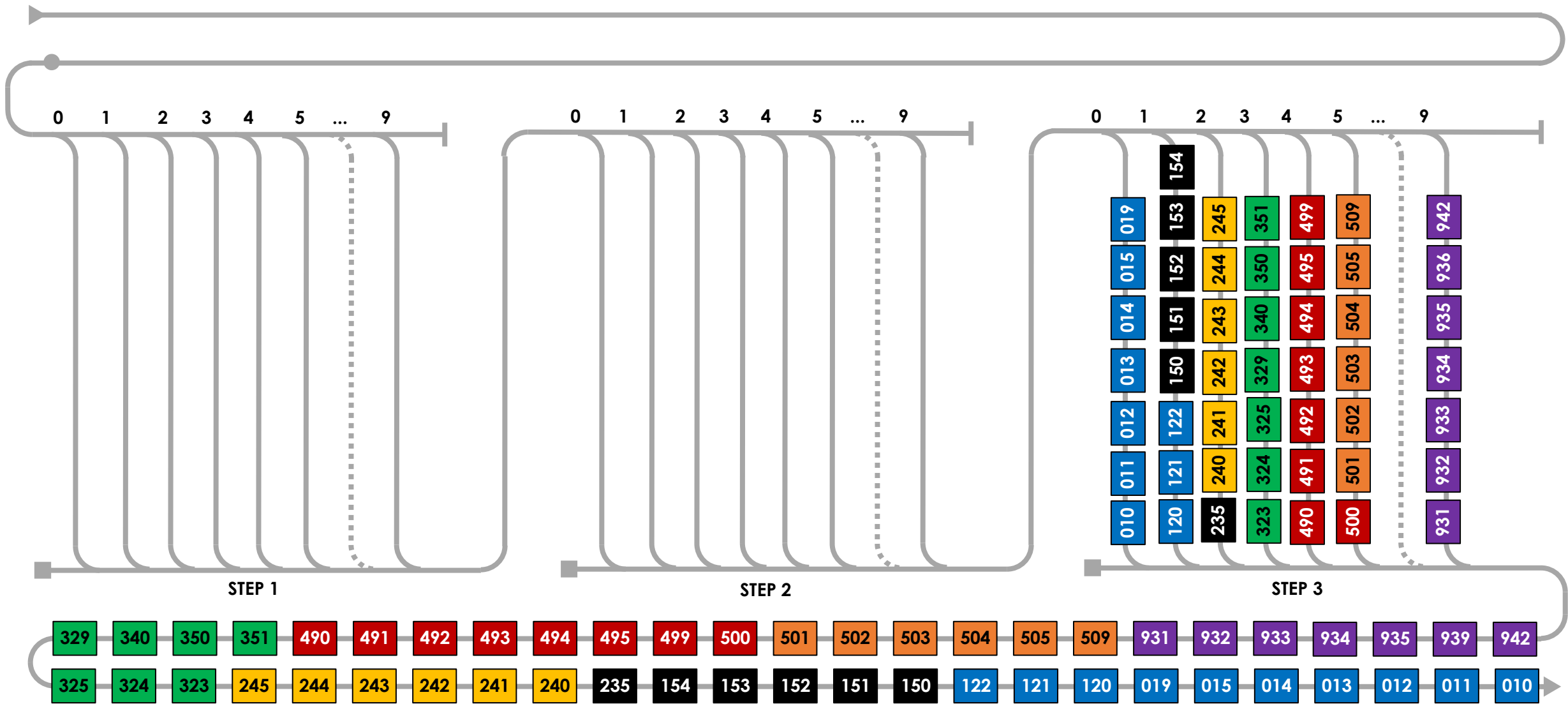
Solução intralogística: Separação de pedidos



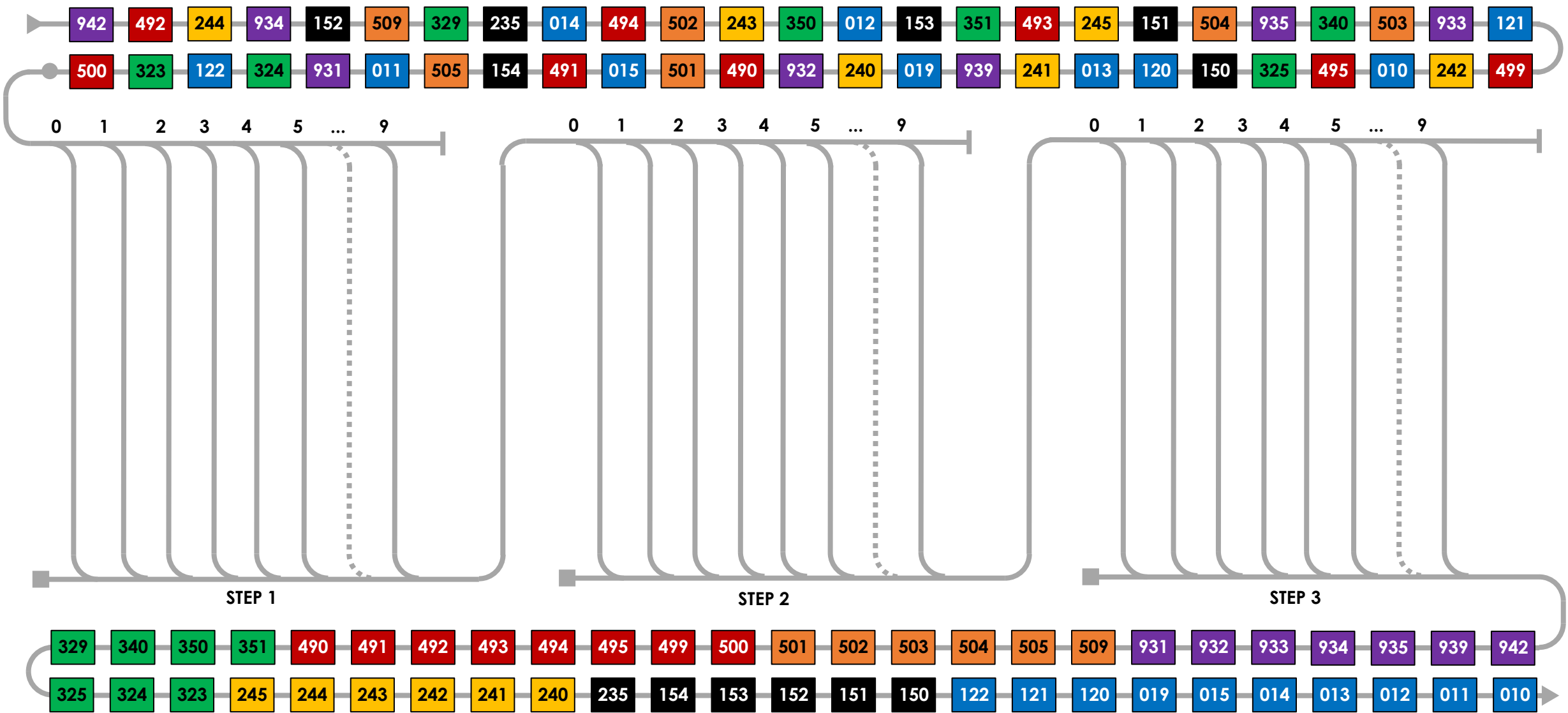
Solução intralogística: Separação de pedidos



Solução intralogística: Separação de pedidos



Solução intralogística: Separação de pedidos



Fulfillment eficiente: Benefício do abastecimento por SKU

Pack

Exemplo ilustrativo: Camisa de linho branca

Cada loja recebe 1 pack

1 pack = 10 pcs: 1 PP / 2 P / 4 M / 2 G / 1 GG

Perfil de loja (A = maior venda / E = menor venda)

A		100 lojas = 1000 peças	} estoque de apresentação 5000 peças
B		100 lojas = 1000 peças	
C		100 lojas = 1000 peças	
D		100 lojas = 1000 peças	
E		100 lojas = 1000 peças	

SKU

Cada loja recebe peças conforme seu perfil

A = 12 pcs / B = 10 pcs / C = 8 pcs / D = 6 pcs / E = 4 pcs

Perfil de loja (A = maior venda / E = menor venda)

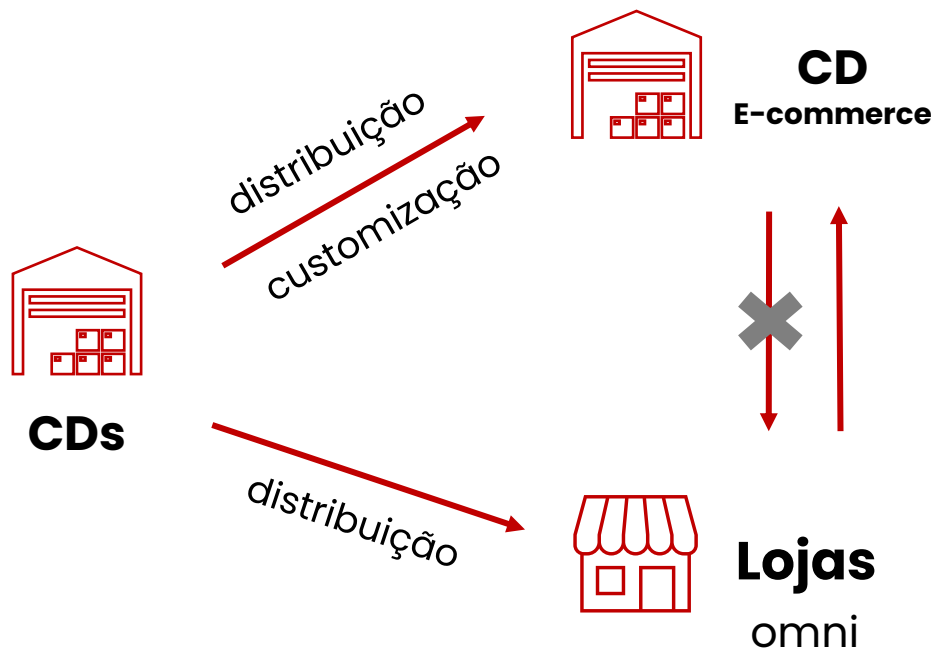
A		100 lojas = 1200 peças	} estoque de apresentação 4000 peças
B		100 lojas = 1000 peças	
C		100 lojas = 800 peças	
D		100 lojas = 600 peças	
E		100 lojas = 400 peças	

+ Eficiência (estoque/venda) + Sortimento + Acuracidade

Fulfillment eficiente: Benefício do estoque integrado (omni)

DE: CD e-commerce dedicado

PARA: estoque integrado no CD SP



+ Eficiência (despesa/estoque) + Velocidade

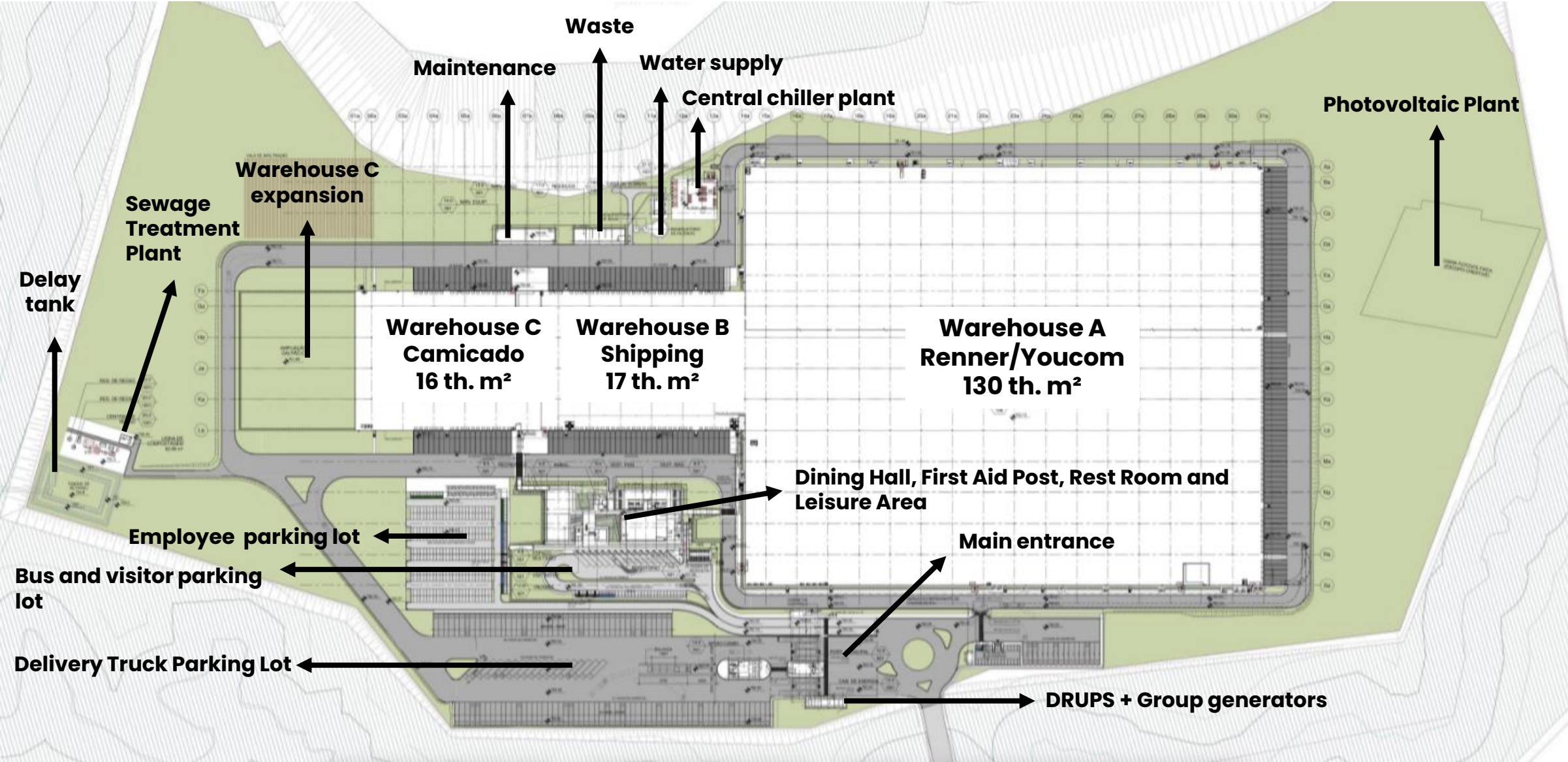
SP DC support material

LOJAS RENNER S.A.

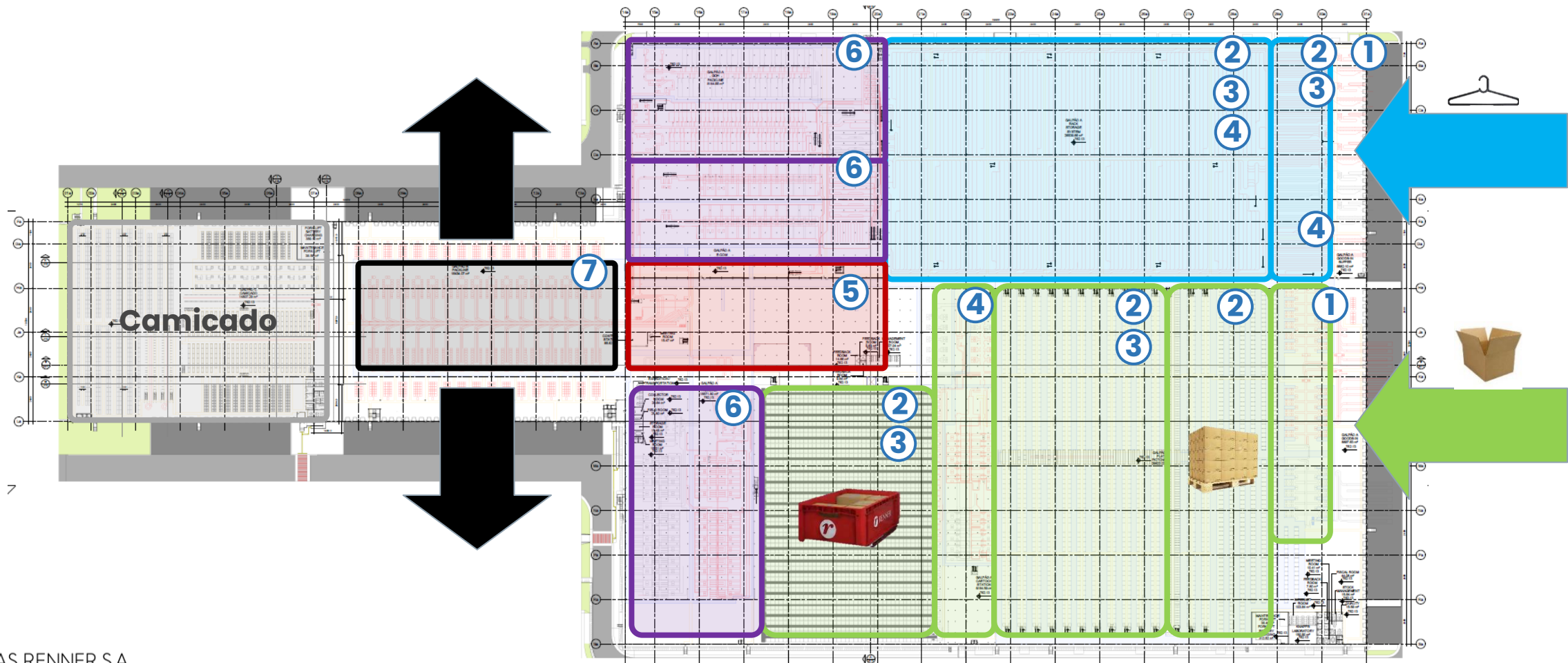


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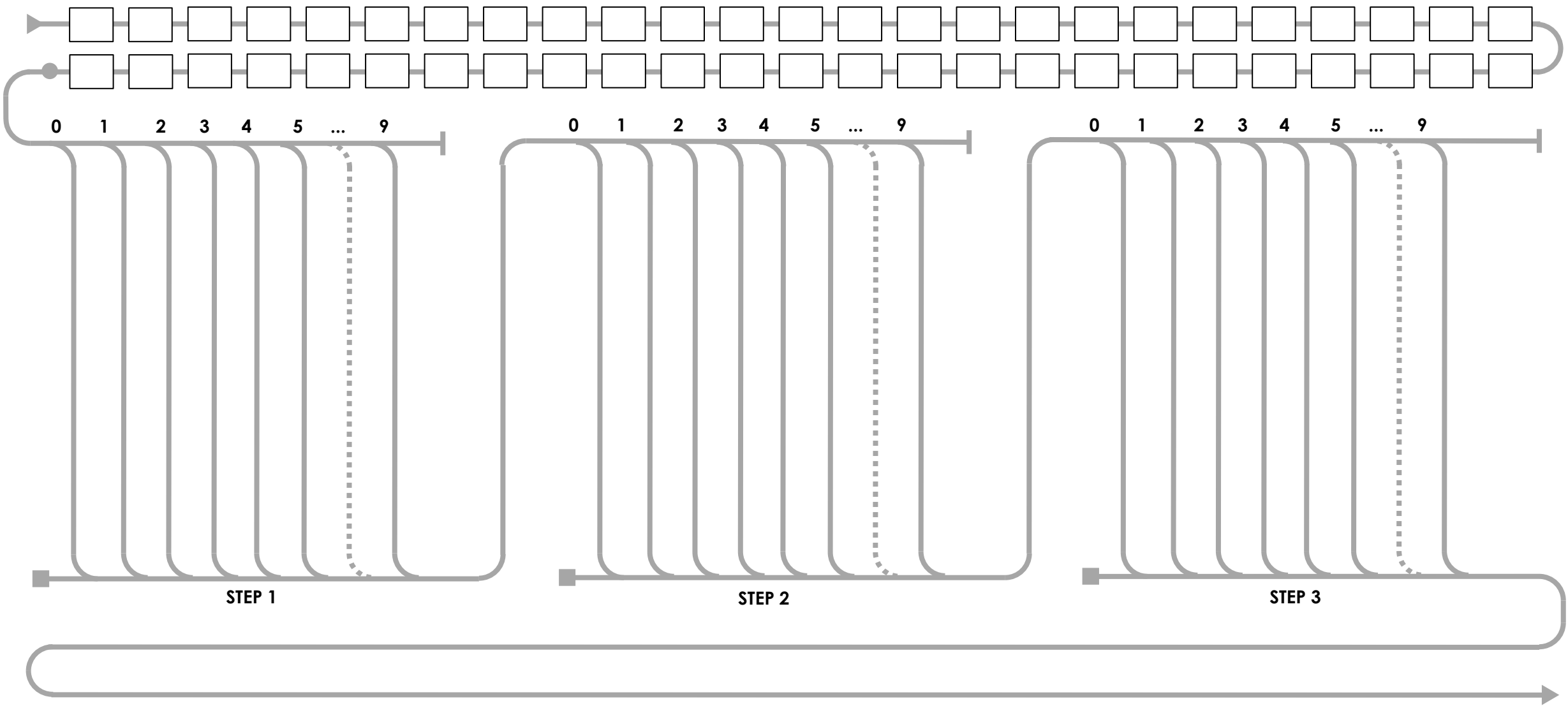
Distribution Center Layout



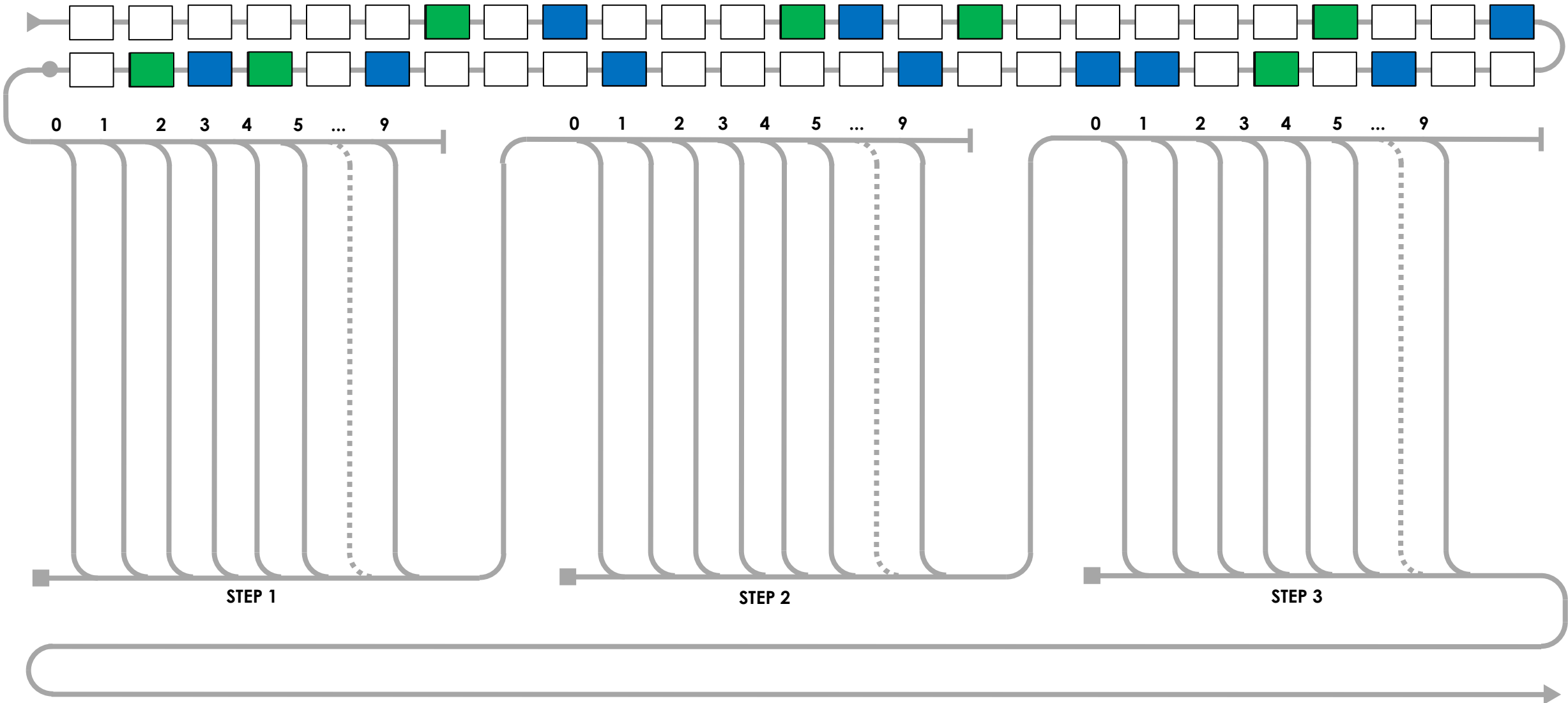
Main processes and flows



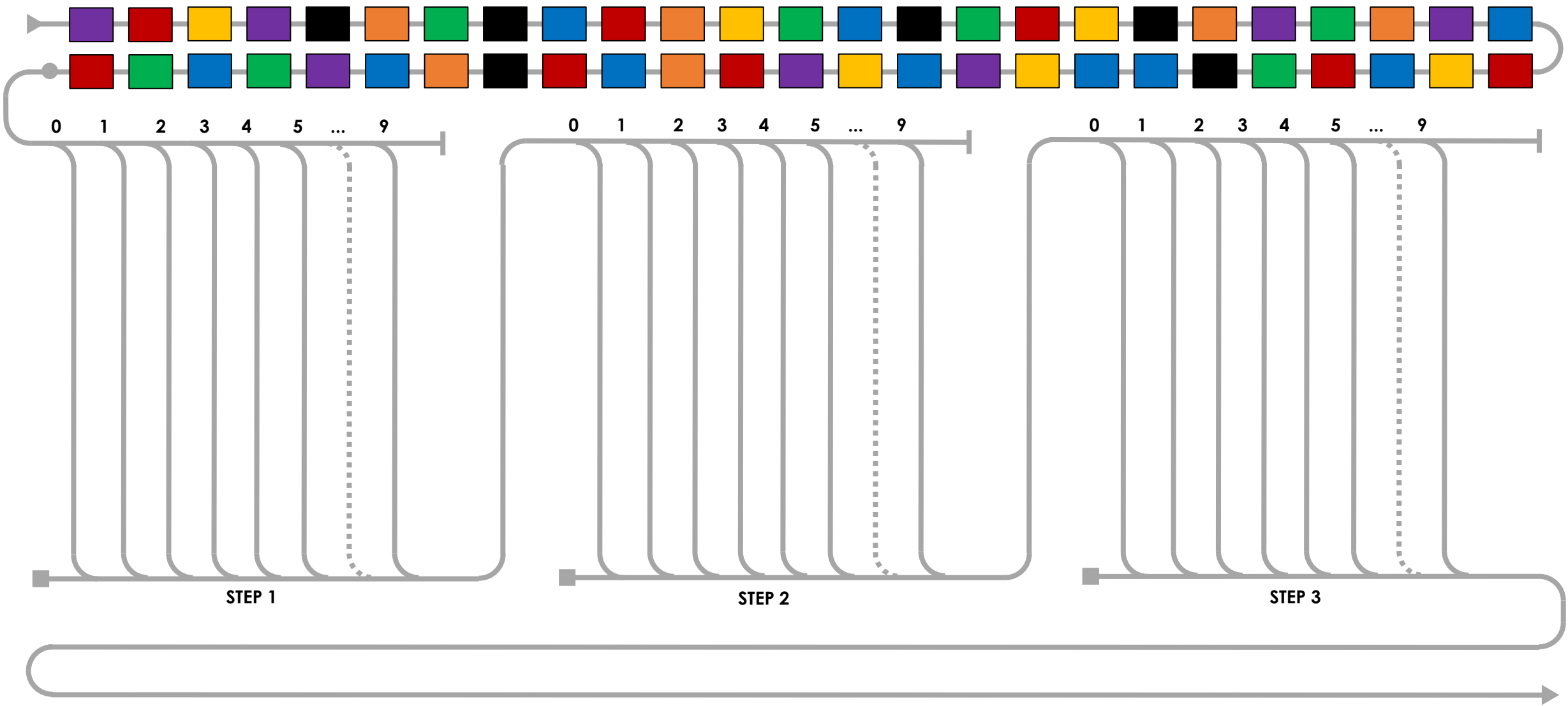
Intralogistic solution: order picking



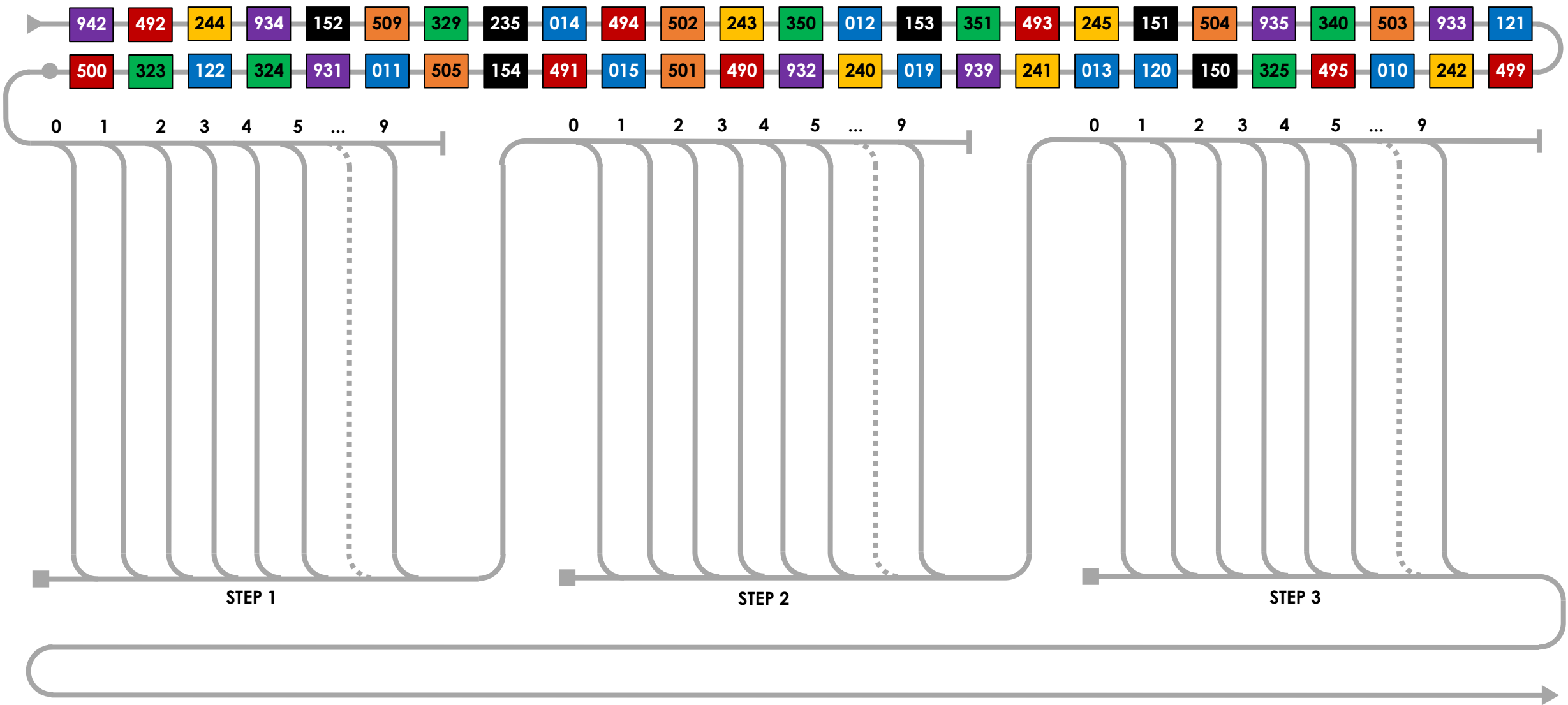
Intralogistic solution: order picking



Intralogistic solution: order picking



Intralogistic solution: order picking



The diagram illustrates the three steps of the columnar transposition cipher process, showing how a 10x10 grid of numbers is transformed into a single sequence of numbers.

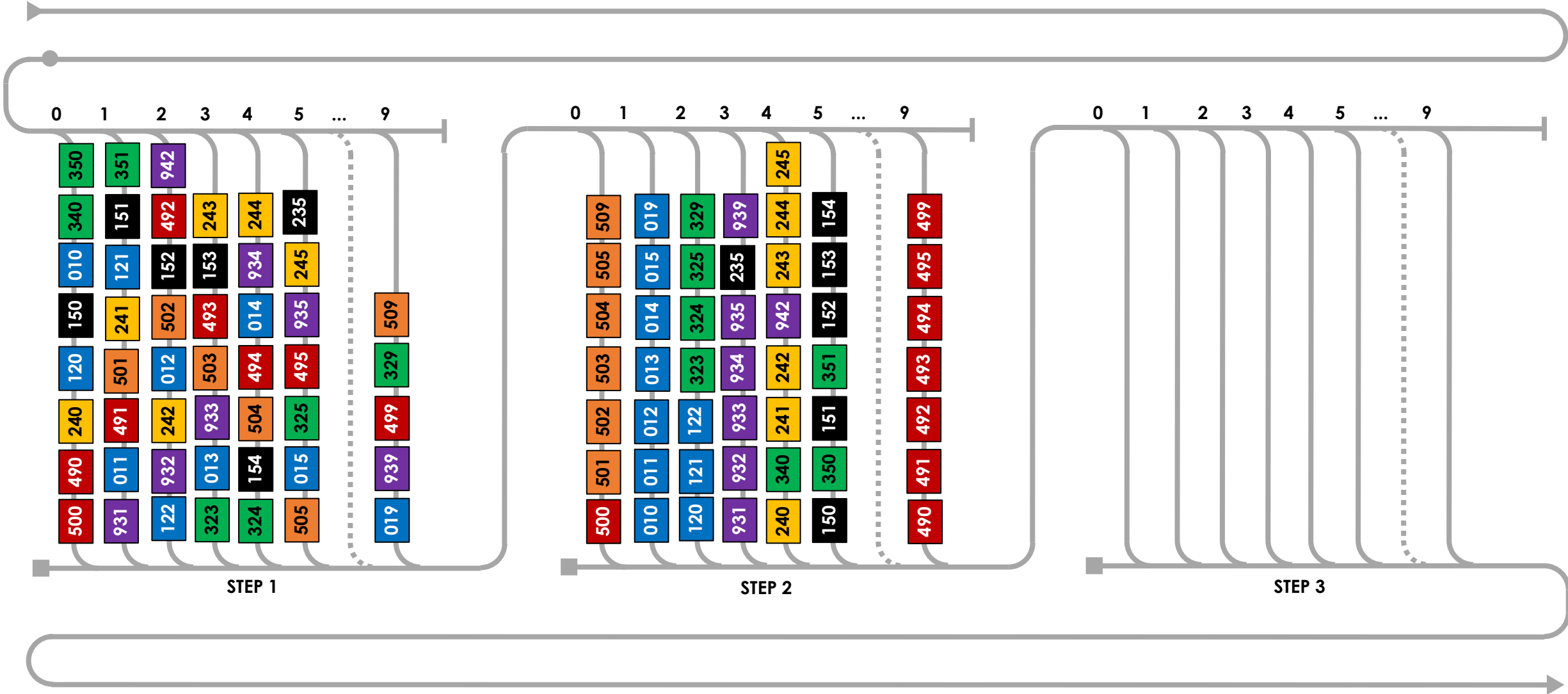
Initial Grid (Top): A 10x10 grid of numbers, each in a colored box. The numbers are arranged in rows and columns. The columns are labeled 0 through 9. The numbers in each column are: Column 0: 942, 500, 350, 340, 010, 150, 120, 240, 490, 500; Column 1: 492, 323, 351, 151, 121, 241, 501, 491, 011, 931; Column 2: 244, 122, 492, 152, 122, 502, 012, 242, 932, 122; Column 3: 934, 324, 324, 493, 013, 503, 494, 504, 013, 323; Column 4: 152, 931, 235, 491, 014, 493, 504, 154, 015, 324; Column 5: 509, 011, 329, 505, 494, 495, 325, 505, 015, 505; Column 6: 243, 501, 243, 490, 240, 490, 240, 490, 240, 240; Column 7: 350, 932, 350, 932, 240, 932, 240, 932, 240, 932; Column 8: 012, 019, 012, 019, 012, 019, 012, 019, 012, 019; Column 9: 153, 939, 153, 939, 241, 939, 241, 939, 241, 939.

STEP 1: The first step shows the grid with the first column (0) highlighted. The numbers in the first column are 942, 500, 350, 340, 010, 150, 120, 240, 490, 500. The numbers in the other columns are 492, 323, 351, 151, 121, 241, 501, 491, 011, 931.

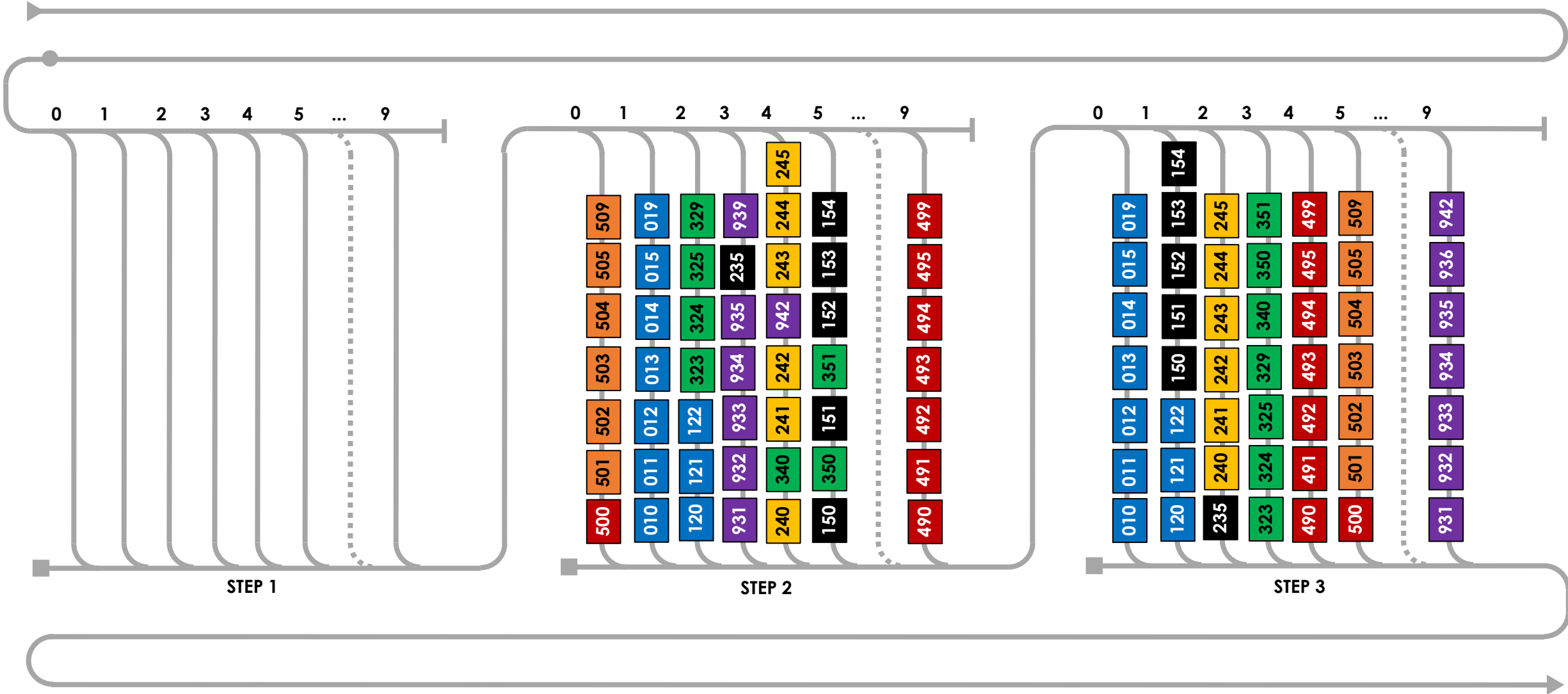
STEP 2: The second step shows the grid with the first column (0) highlighted. The numbers in the first column are 942, 500, 350, 340, 010, 150, 120, 240, 490, 500. The numbers in the other columns are 492, 323, 351, 151, 121, 241, 501, 491, 011, 931.

STEP 3: The third step shows the grid with the first column (0) highlighted. The numbers in the first column are 942, 500, 350, 340, 010, 150, 120, 240, 490, 500. The numbers in the other columns are 492, 323, 351, 151, 121, 241, 501, 491, 011, 931.

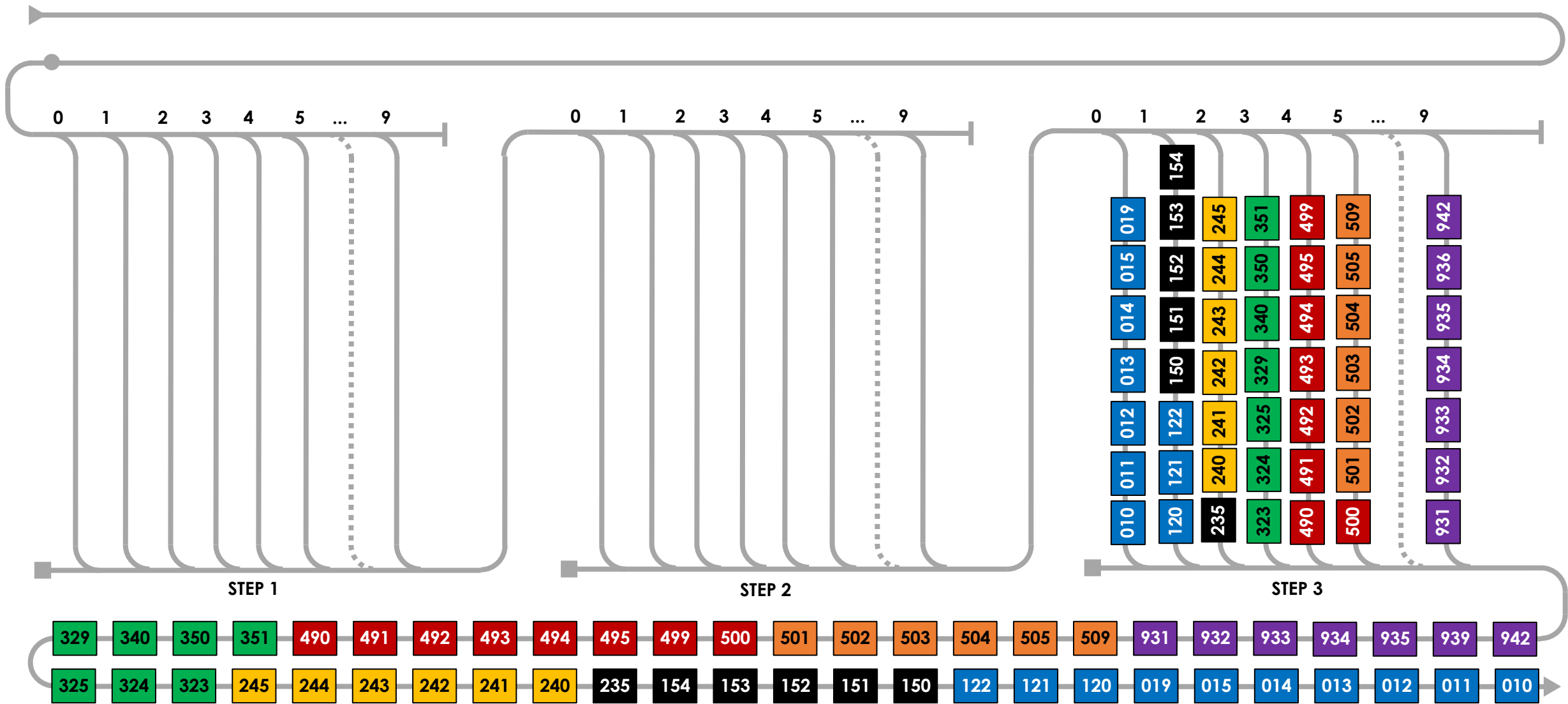
Intralogistic solution: order picking



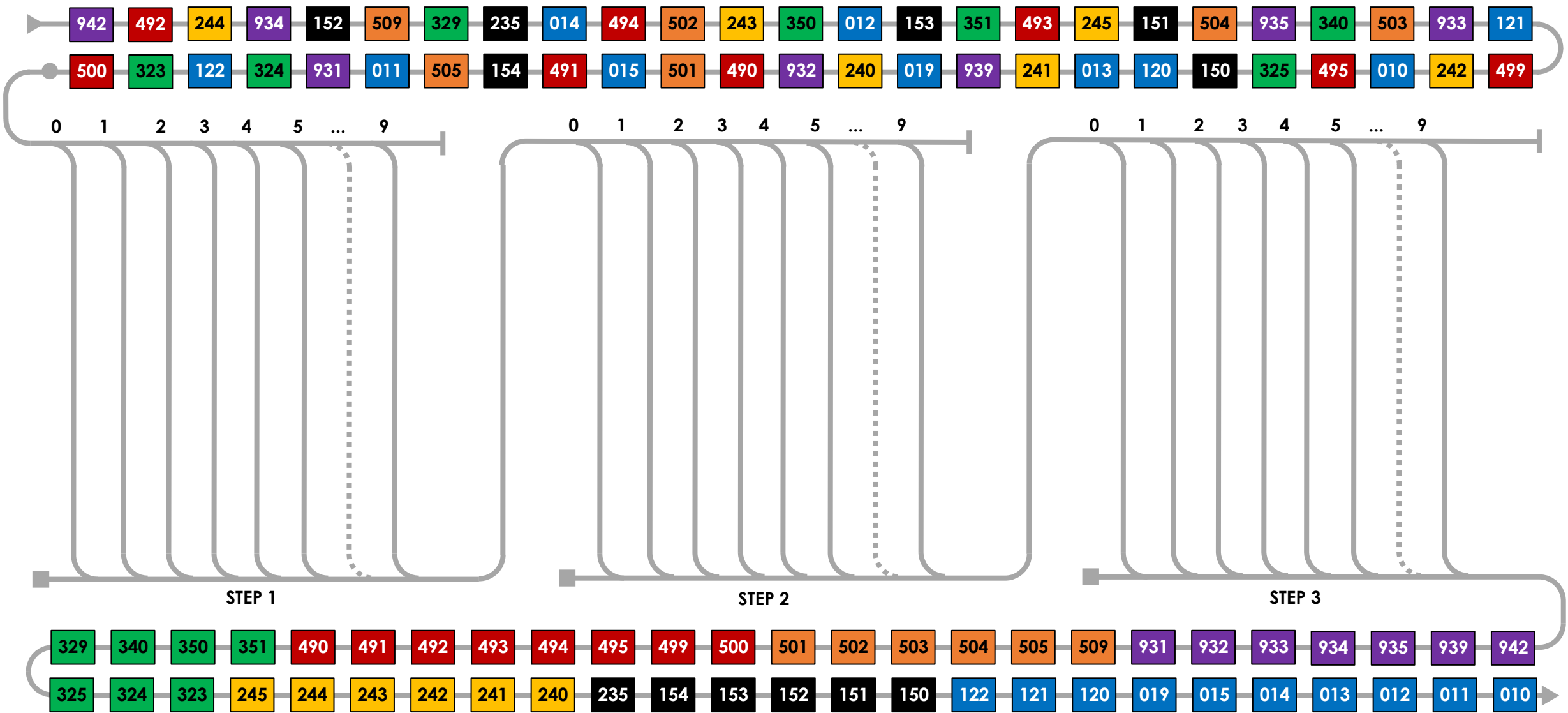
Intralogistic solution: order picking



Intralogistic solution: order picking



Intralogistic solution: order picking



Efficient fulfillment: Benefits of supply via SKU

Pack

Illustrative example: White linen shirt

Each store receives 1 pack

1 pack = 10 pcs: 1 PP / 2 P / 4 M / 2 G / 1 GG

Store profile (A = highest sales / E = lowest sales)

A		100 stores = 1000 pcs	presentation inventory 5000 pieces
B		100 stores = 1000 pcs	
C		100 stores = 1000 pcs	
D		100 stores = 1000 pcs	
E		100 stores = 1000 pcs	

SKU

Each store receives items based on its profile

A = 12 pcs / B = 10 pcs / C = 8 pcs / D = 6 pcs / E = 4 pcs

Store profile (A = highest sales / E = lowest sales)

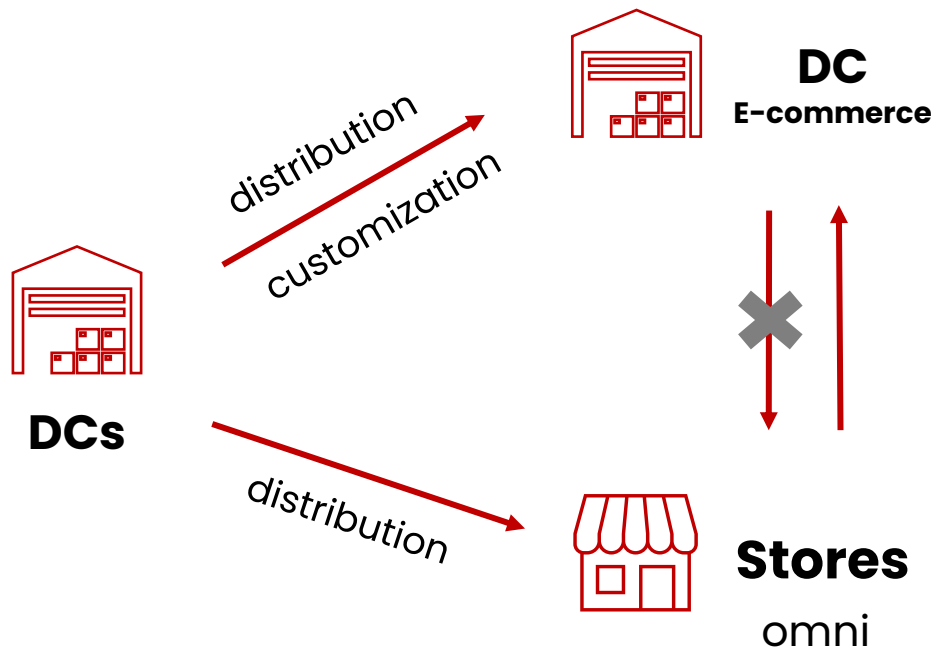
A		100 stores = 1200 pcs	presentation inventory 4000 pieces
B		100 stores = 1000 pcs	
C		100 stores = 800 pcs	
D		100 stores = 600 pcs	
E		100 stores = 400 pcs	

+ Efficiency (inventory/sales) + Assortment + Accuracy

Efficient fulfillment: Benefits of integrated inventories (omni)

FROM: a dedicated e-commerce DC

TO: an integrated inventory in DC SP



+ Efficiency (expenses/inventory) +Velocity