



HOUSEHOLD AND PERSONAL PACKAGED GOODS

TODAY'S CHALLENGES

Household and Personal Packaged Goods manufacturers are facing disruptions right now that will transform their industry and their daily operations.

Producers of household and personal packaged products need to get the right product to the right place at the right time in the right quantity. This complex industry is facing an expanding value chain that includes internet buying, discount stores and dollar stores. Trends driving change include growing consumer demand for personalized and custom products, lower-priced options, more

expensive materials and ingredients and increased product safety regulations.

In order to gain share and increase profit, consumer products companies must meet customer demand “on the shelf” and address the ongoing demand for new products, while trying to optimize profits.

In addition to meeting customer expectations, household and personal packaged products manufacturers often need to integrate acquisitions, introduce new products and comply with safety regulations, all resulting in complex forecasting and business process management.

FUTURE TRENDS

The makers of household and personal packaged products should expect a fundamentally restructured supply chain in the near future.

Manufacturers will need an edge to succeed in a more fierce competitive environment. To gain that edge, manufacturers will spend considerable time and money targeting consumers with trade spending, promotions and techniques to attract business. They will need to monitor program success closely and move to alternative programs if needed.

The distribution channel will remain complex as manufacturers continue to sell to many retail outlets, often including their own branded retail stores. Contract manufacturing will be prevalent in this sector; it provides extra manufacturing capacity for seasonal products or low-volume items.

Fueled by digital technologies, the restructured supply chain will operate at blazing speed, requiring full supply chain visibility to adapt and compete effectively. Those same technologies will also redefine the skills gap because the technologies will continually redefine jobs.

IMPERATIVES FOR KEY DECISION MAKERS

Successful COOs will bring digital transformation technologies to the shop floor and operations to improve quality and delivery and to ramp up the production of household and personal packaged goods.

CFOs need tools to make operational and information technology investment decisions with confidence and to adjust quickly to the uncertain business environment. With shrinking product life cycles, increased inventories and unpredictable demand, focus on profits is more critical than ever.

CIOs will need to squeeze more productivity from limited resources while adopting advanced technologies like IoT. Newer processes and solutions will need to be tightly integrated, easy to use and remotely accessible, often via the cloud.

CSOs and VPs of Supply Chain must ensure that communication with suppliers keeps the upstream portion of the supply chain intact and efficient. They must also monitor the supply chain to ensure compliance with safety regulations.



HOW CAN QAD HELP?

QAD has been a trusted solution partner to household and personal package product manufacturers for decades. QAD offers flexible solutions that allow manufacturers to selectively apply financial, planning and operations capabilities to best support their needs.

The solutions are designed to help manufacturers to streamline processes while meeting the increasing demand for smart and more efficient manufacturing. It also helps with the tracking and handling of the intricacies of document control, customization, demand planning, global shipping and packaging requirements.

QAD Adaptive ERP provides a comprehensive yet flexible manufacturing ERP that supports the unique needs of each manufacturer and offers excellent fit out of the box. The **QAD Enterprise Platform** simplifies the adoption of digital technologies for consumer products companies and makes it easy to extend the solution using a low/no code approach.

QAD CEBOS EQMS (Enterprise Quality Management System) helps manufacturers meet ongoing quality requirements and helps manufacturers comply with regulatory guidelines.

QAD DynaSys DSCP (Demand and Supply Chain Planning) streamlines the sales and operations planning process and improves demand visibility and forecasting to better respond to market fluctuations.

QAD prides itself on fast and dependable implementations and around-the-clock global support in the QAD Cloud.

For more information on how **QAD Adaptive ERP** can help your company, please contact QAD at +1-805-566-6100 or email info@qad.com.



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