

SMART 2007 CONFERENCE

a joint presentation with Super Cheap Auto Group

Melbourne, 30 March 2007

GRA and Super Cheap Auto Group have been invited to deliver a joint presentation to the delegates of this year's SMART Conference. The case study, to be presented by Super Cheap's Merchandising Operations Manager Christine Ogden and GRA's Partner Carter McNabb, will detail:

1. The demand and supply chain management issues confronted by Super Cheap's rapidly growing business
2. How the company addressed these challenges from a people, processes and systems perspective
3. The results achieved

Super Cheap's challenge was to get over 10,000 products across more than 230 stores and five distribution centres to the right place, at the right time, in the right quantity at the lowest possible cost, while the company continued to open stores at the rate of two per week. The need to plan inventory accurately to meet service levels at the lowest cost became a critical success factor.

The presentation will explain how the following contributed to ensuring a successful outcome:

1. The implementation of the advanced planning system GAINS
2. The redesign of processes and policies to take advantage of GAINS
3. Effective coach mentoring of the planning team

The results of this project were and continue to be outstanding: In one year to July 2006, inventories reduced by 12% (equating to a \$16.2 million reduction across 234 stores), contributing a \$12 million cash flow benefit, and service levels improved – and all in a depressed retail sales environment where many competitors struggled.

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About GRA

GRA is an expert consulting firm specialising in demand, inventory and supply chain optimisation. We combine expert knowledge with best-of-breed planning and optimisation systems to take your supply chain to the next level. Our experience is your experience, and we work side-by-side with our clients to ensure change is successful and benefits are sustainable. Guaranteed results are typically delivered within 8-12 weeks, and we aim for a minimum 3:1 ROI.

About the SMART 2007 Conference

More than 70 leading local and international speakers will share their knowledge and experience of the latest supply chain technologies and implementation at the Smart 2007 Conference, 20-21 June at Sydney Convention and Exhibition Centre, Darling Harbour. This year's Smart Conference program - themed Supply Chain - The Engine for Growth – is complemented by a range of activities including workshops, site visits, an Education Forum and a variety of social and networking opportunities. Established in 1993, Smart Conference takes place once every two years and has steadily grown in attendance and reputation. At the last conference - held in 2005 - more than 900 delegates from six countries attended.

For Further Information

GRA

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SMART 2007 Conference

Sydney Convention & Exhibition Centre
Darling Harbour, Sydney, Australia
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www.smartconference.com.au

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