Driving Growth and Competitiveness: Eliminating the disconnect between sales and supply chain

Supply chain executives at consumer goods companies have a unique opportunity to transform their operations into growth-enabling engines. But they cannot do it alone; they will need to strengthen the connection with their marketing and sales counterparts to succeed.

Three out of four executives think their supply chain and sales & marketing functions are misaligned when it comes to responding to market needs.

Connecting sales and supply chain

The market is forcing consumer goods companies into a new way of working. The future growth leaders will:

Build a fully integrated operating model, bringing supply chain and sales/marketing into alignment. This model should bind the CMO and CSCO to work more closely together on innovation and operations.

Shape the strategy in an integrated fashion. Bring the CSCO into the route-to-market discussion so supply chain capabilities are considered as the omni-channel and D2C strategies are shaped.

Leverage partnerships. A strategy that leverages a web of partners to enable capability quickly and flexibly will be essential.

Learn more about how you can drive growth by eliminating the disconnect between sales and supply chain.

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