



# Uniquely Complex Supply Chain FMCG & Beauty Sectors

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# PROCTER & GAMBLE

- One of the **leading consumer good** companies in the world
- Established in **1837 (187 years)**
- **5 billion** consumers across **180** countries
- Operation in **70** countries
- In Indonesia from **1989** until now



# WHY FMCG & BEAUTY INDUSTRY ARE COMPLEX?



1. High Demand Variability

2. Short Product Lifecycle

3. Diverse Product Range

4. Regulatory Compliance

5. Technology Integration





## WHY FMCG & BEAUTY INDUSTRY ARE COMPLEX?

6. Global Sourcing & Distribution

8. Consumer Engagement

7. E-commerce & Omnichannel

9. Sustainability

# EXAMPLE ON HOW P&G STRATEGIZE THE COMPLEXITY



## INNOVATIONS / NEW PRODUCT AGILITY

Raw Material And Packing Material  
Readiness Within 2 X 24 Hours

## COMMERCIAL X SUPPLY CHAIN PARTNERSHIP

Demand Creation and Supply Operating Strategy Alignment  
Advance Order with Key Customers  
Promo Alignment Leadtime



**THANK YOU**

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