

## STATE OF THE RETAIL SUPPLY CHAIN

*September 2010*

### Executive Summary

RILA and *Auburn University* partnered to explore how successful retailers and their suppliers are managing supply chain processes in a challenging economic environment. The 2010 edition of this annual survey continues our investigation of retail supply chain management (SCM) and its essential role in organizational success. The research addresses four fundamental topics:

- **Current Issues:** What external and internal concerns are driving SCM decision-making?
- **Supply Chain Strategy:** How are SCM executives responding to the uncertain retail environment of 2010?
- **Best-In-Class Capabilities:** What SCM competencies differentiate top retailers from their rivals?
- **Future Directions:** Which emerging SCM issues and capabilities present strategic opportunities for retailers?

This report presents an in-depth analysis of each question. The results provide key insights for retailers and their supply chain partners.

This research is based on the responses of from 175+ retail SCM experts collected through senior executive interviews, live audience response surveys and a national web-based survey.

### Download this Report

[www.rila.org/news/industry/BenchmarkingResearch/2010RILA\\_AuburnStateoftheRetailSupplyChainReport.pdf](http://www.rila.org/news/industry/BenchmarkingResearch/2010RILA_AuburnStateoftheRetailSupplyChainReport.pdf)

### Contact

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For more information on this or other RILA benchmarking and research studies, please contact Autumn Lotze, manager, retail operations & supply chain, at [autumn.lotze@rila.org](mailto:autumn.lotze@rila.org) or 703-600-2027.

*Research Partner*

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