

**RETAIL SUPPLY CHAIN VISIBILITY 2009:  
THE DRIVE FOR STRATEGIC TRANSPARENCY**  
*October 2009*

Research Partner



**Executive Summary**

*Retail Supply Chain Visibility 2009: The Drive for Strategic Transparency*, a report released by RILA and Retail Systems Research (RSR), finds that retailers with global supply chains, hamstrung by unexpected supply chain shocks during most of this decade, are looking to reduce their exposure to risk by taking more control over supply chain activities. The research also finds that better performing retailers are focusing their efforts on a few strategic partnerships, rather than trying to tackle activities at all trading partners at once.

The report contains analysis of the business drivers, opportunities, and organizational constraints surrounding retail supply chain visibility, as well as recommendations for creating successful visibility-driven supply chains. The findings are based on a survey of 74 retailers and manufacturers conducted in the summer of 2009.

**Read RILA's Report**

[http://www.retailsystemsresearch.com/\\_document/summary/1005](http://www.retailsystemsresearch.com/_document/summary/1005)

**Contact**

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

**RECENT RESEARCH**

**2009 Retail Supply Chain Management Study**  
*(RILA & Auburn University)*

**2009 Precision Inventory Management Study**  
*(RILA & RSR Research)*

**2008 Global Fuel Strategies Study**  
*(RILA & Supply Chain Consortium)*

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Have a research or benchmarking need?

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