

Greetings,

Boston Strategies International is pleased to announce Italy-based Beretta Holding Group as the winner of the 2008 award for Supply Chain Cost Leadership!

Our firm has conducted an in-depth global supply chain benchmark study in which 500 diverse companies responded from countries as widespread as India, South Africa, Malaysia, Brazil, Indonesia, Egypt, Denmark, and the United States.

Beretta is a performance leader in six supply chain metrics, although the basis for our decision to select Beretta as a winner in its class for cost leadership was its outstanding 2.5% cost of order fulfillment as a percentage of order value.

Beretta's world-class supply chain planning efforts started with Beretta USA and then it added the European affiliates. It consisted of four parts:

- Creating standard operating definitions of supply chain terminology, creating a cross-reference between product codes and adding English translations to each document worldwide.
- Implementing an Internet-enabled application to centralize order fulfillment information from each company's ERP system.
- Using an advanced production scheduling tool that is linked to the materials requirements planning and master production scheduling tools of its sister companies.
- Holding executive sales and operation planning (S&OP) meetings.

"Because of this complexity in highly regulated industries, the management of the supply chain is considered a strategic area and we are proud of our internal logistics know-how and capabilities," announced Mr. Massimo Marchi, Director of Supply Chain and Technology. "We are honored to receive this Award from such a recognized supply chain expert like Boston Strategies International."

Beretta is part of the Beretta Holding Group, run by the

Building Low-Cost Global Supply Chains



Building Global Supply Chain Intelligence

How does your supply chain flex in response to changing international economics, politics, and even the weather? [Click here for an excerpt of our recent presentation at the APICS International conference.](#)

Negotiating Win-Win Deals with Transportation Providers

Single sourcing? Gain-sharing? What is the best approach to negotiating with carriers and 3PLs? [Click here to view an excerpt from our presentation at ISM's Southwest Supply Chain Conference.](#)

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Beretta family. Based in Brescia, Italy, Beretta manufactures and distributes guns, knives, clothing, and accessories for militaries, police forces, competitions, and general consumption.

To find out more about the Boston Strategies International's Supply Chain Excellence Awards, please visit our website at www.bostonstrategies.com

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Upcoming Presentations

Participate in these upcoming events:

November 25-26, 2008: *Supply Chain Management: From Concept to Cash*, [4th Trans Middle East](#), Dubai, UAE.



December 3, 2008: *Global Supply Chain Intelligence*, [APICS](#), a Webinar.

January 20, 2009: *International Sourcing and Cross-Border Logistics*, [APICS](#), Boston, MA.

April 4-6, 2009: Keynote Presentation, *Supply Chain Management: Realizing the Potential*, [Saudi Aramco's Third Supply Chain Management Symposium](#), Hotel Meridien, Khobar, Saudi Arabia.

April 4-6, 2009: *Eliminating the Bullwhip Effect by Synchronizing Supply Chains*, [Saudi Aramco's Third Supply Chain Management Symposium](#), Hotel Meridien, Khobar, Saudi Arabia.

Click [here](#) to see a complete list of our upcoming events.

Press

Supply Chain Excellence Award Announcements

- [Qatar Fuel Wins Supply Chain Excellence Award](#)
- [Beretta Wins Cost Leadership Award](#)



Recent Newsletters

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- [New Thought Leadership Forum](#)
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- [Art of High-Cost Country Sourcing](#)
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