

Value chain for carrefour company

[Business](#), [Marketing](#)



Value chain analysis for Carrefour Insert Insert Insert Insert Introduction

Value chain analysis for Carrefour includes both primary and secondary activities for the retailer. Primary activities include inbound and outbound logistics, operations, and services. Secondary activities include procurement, human resource and technological development.

Inbound and outbound logistics

Inbound logistics deal with the movement of materials into the company from suppliers while outbound logistics refers to movement of materials from the company to customers. Carrefour provides customers with a variety of products mostly from local suppliers. Carrefour supplies its products to customers through a variety of stores worldwide. This ensures that the company meets the needs and requirements of its many customers. In order to secure customer loyalty and competitive advantage, Carrefour offers its customers with a wide selection of products at best prices.

Operations

Carrefour operations focus on providing products that meet the needs of a wide range of customer requirements. The retailer has every store format that meets the needs of its customers and copes with changing market trends. Carrefour has hypermarkets, supermarkets, convenience stores, cash and carry stores (Carrefour, 2012). The company uses current technologies and innovations to strengthen its operations.

Services

Carrefour seeks to offer the best range of products and services to its customers. The company's convenience stores offer convenient services and practicality to its customers. Carrefour's operations seek to meet the

requirements of its customers.

Procurement and human resource

Carrefour uses Electronic Data Interchange system for procurement of its products. The company makes these products available to customers through a variety of stores worldwide. Carrefour human resource management ensures that all personnel provide quality services to customers all over the world. This is by strengthening human resource department and customer relations.

Technology development

Carrefour combined with See Beyond to implement and install integrated composite application network software. This was to enhance its operations and deliver quality services and goods to its customers. The software would allow Carrefour to customize its operations to various local conditions. Using the software, Carrefour would integrate its stores, distribution centers and local supply chain partners all over the world.

Implications of Carrefour value chain analysis on retailer market

Carrefour strengthened its inbound logistics by giving its managers the freedom to buy products from local suppliers. This increases customer loyalty thus, offering the company competitive regional advantage in different areas (Carrefour, 2012). Carrefour operations aim at establishing strong positions in the retail market by winning customer loyalty through efficient services and quality products (p. 5). Carrefour also provides quality products at lower prices thus gaining competitive advantage over other retailers.

List of references

<https://assignbuster.com/value-chain-for-carrefour-company/>

Carrefour, 2012. Annual activity and responsible commitment report, s. l.: s.
n. Retrieved from [http://www. carrefour.
com/sites/default/files/Carrefour_RA_GBlight. pdf](http://www.carrefour.com/sites/default/files/Carrefour_RA_GBlight.pdf)