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Global Companies:

One of the World's Largest Retailers Uses Technology To Close the Communication Gap

hy·per·mar·ket (hpr-märkt) n. A very large commercial establishment that is a combination of a department store and a supermarket.

Founded 40 years ago, Carrefour is the world's second largest retailer (behind Wal-Mart), operating in 30 countries across three continents. It is the market leader in Argentina, Belgium, Brazil, France, Greece, Indonesia, Spain, and Taiwan. With a total workforce of 383,000 people, the group manages 564 hypermarkets, 1,348 supermarkets, 2,627 hard discount stores, and 765 neighborhood integrated cash-and-carry and frozen-food stores catering to a staggering 2 billion customers each year. With its partners and franchises, the group boasts 9,256 points of sale and reports total sales of 78 billion euro (U.S. \$71 billion).

Carrefour pioneered the hypermarket model, selling everything from washing machines to fresh fish, all under one roof. Carrefour's hypermarkets offer a wide range of food and non-food products at very attractive prices; their shelves stock an average of 70,000 items. Floor areas of hypermarkets range from 5,000 square meters (54,000 ft²) to more than 20,000 square meters (215,000 ft²). The company merchandises a wide portfolio of its own brands, including Carrefour, Champion, Dia, Ed, GB, GS, Norte, Promocash, and Puntocash, to mention but a few.

Carrefour obtains its merchandise from all over the world; a large percentage of its sales are in apparel, sourced mostly from eastern Europe, Turkey and Asia, including China, where it

also has its own high-profile stores. Maintaining all this data and keeping all these partners apprised of changes throughout the design and product development process are real challenges. As a result, Carrefour sought a reliable method to manage large amounts of product data and to enable everyone involved in the process to communicate in real time. Organizing its product information in a common platform was one of the first steps in streamlining and optimizing the economies of Carrefour's impressive supply chain.

In June of 2001, Carrefour implemented a collaborative product planning and development solution using several Gerber Technology products. Together, these automated solutions have helped the company accelerate the digital transfer of accurate product data to and from its contractors, suppliers and retail partners around the world.



Carrefour uses Gerber's Artworks Studio™ conceptual design system to create new styles, fabrics, knits, and illustrations. The company uses AccuMark™ Pattern Design and NESTERserver™ to create and optimize fabric utilization of its patterns and markers. Through WebPDM™, Carrefour can now communicate product specifications, technical drawings, bills





Carrefour implemented a collaborative product planning and development solution using Gerber Technology's Artworks Studio conceptual design software, AccuMark Pattern Design, NESTERserver and WebPDM software products.

of materials, cost estimates, and packaging and marketing specifications. WebPDM also enables the company to prepare RFQs (requests for quotations) and to deliver precise specifications to all its suppliers — an important step in ensuring consistent quality. As an added benefit, partners and suppliers who are granted permission, are able to access data managed in WebPDM from any computer equipped with a traditional browser, without installing additional software.

For more information, please visit www.carrefour.com

Carrefour's Asian Stores Appeal to Local Consumers

Carrefour broke into the Asian market with a store in Taiwan in 1989 and most recently opened stores in Japan. It now operates a total of 105 stores throughout Asia, including China, Indonesia, Japan, Malaysia, Singapore, South Korea, Taiwan, and Thailand with nearly U.S. \$5 billion in sales in 2001 (roughly 6%). Sure, that's a relatively small number compared with Carrefour's worldwide sales of U.S. \$71 billion, but sales in Asia grew by 50% compared with 5% for Carrefour's home base of France. Regionalization is a key driver of Carrefour's success. "Our stores offer local products that local people want," explains a spokesperson for Carrefour. "In China, we are Chinese. In Malaysia, we are Malaysian."