



Our PUM experts provide advice on how to improve your (logistic) processes, strategic stock planning and warehousing, how to expand your supply chain services (product/market combinations) and how to improve your profitability.

## Value Chain Management

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Our experts have extensive experience in both retail trade from businesses to consumers and wholesale trade between businesses. Both sectors have evolved significantly in recent decades, driven by their pioneering role in online sales and the need to comply with evolving product regulations.

Retail and value creation along the chain form a vital, fast-moving domain. Consumer choices are often driven by emotional and psychological factors—unlike the more rational dynamics of B2B. The Netherlands is home to leading retail brands like HEMA and Action, each with hundreds of stores across Europe.

Wholesale (B2B) has gained importance through its role in optimising distribution, especially as online ordering has become the norm. Many retailers have reduced their stock levels or outsourced their entire supply chain operations. The Netherlands, known as a logistics hub, has built deep expertise in supply chain management and quality control.

PUM experts can advise on improving logistical processes, strategic stock planning, warehouse optimisation, and expanding supply chain services through product-market combinations—all aimed at improving business efficiency and profitability.

## Areas of expertise

### Business Process Optimisation

Quick scan of current processes with concrete advice on how to improve or redesign them for greater efficiency.

### Organisational Development

Assessment of structure, task division, responsibilities, and internal communication (e.g. meeting structure, bilaterals).

### Succession Planning

Support in preparing for leadership transitions to ensure long-term continuity.

### Data-Driven Decision Making

Analysis of financial, production, and stock data, translated into clear, actionable insights.



## Joel Cunningham

Head of Operations at Hamara

"Our collaboration with PUM over the past 6 years, particularly with PUM expert Simon on his latest visit, has been immensely valuable. Simon's expertise in leadership, strategic development, and retail operations has transformed our company. As a result of the collaboration with him, we have achieved remarkable growth, increasing our monthly sales."

### Business Planning

Development of a business plan with SWOT analysis and a practical action plan.

### Procurement & Supply Chain

Advice on purchasing, inventory control, and improving the flow of goods and materials.

### Marketing & Sales Planning

Creation of a marketing plan with a clear sales calendar, activity roadmap, and online/offline strategy.

### E-commerce & Online Operations

Support in webshop content, logistics protocols, and integration of online sales processes.

### Staff Training

Training for commercial teams (sales and marketing) focused on customer orientation and operational excellence.

### Client example

#### Value Chain Optimization in fresh fruit and vegetables

A sub-wholesale company in fresh fruits and vegetables faced challenges with inefficient distribution, product loss, and irregular supply from farmers. As business grew, they aimed to improve service, reduce waste, and boost profitability.

With support from a PUM expert, the team conducted a SWOT analysis. Strong customer ties with supermarkets emerged as a key strength; inconsistent farmer deliveries as a major weakness.

Instead of tackling the issue alone, the company partnered with three competitors and engaged producers in coordinated sowing and harvesting. This improved supply planning, reduced waste, and stabilized margins across the chain—from farmer to retailer.

**Professional people for positive impact**

PUM collaborates with businesses and organisations to grow sustainably and build a brighter future for their community. Check [PUM.nl](https://pum.nl) for more information and criteria, and apply for advice.

**PUM.**