



유통업 신선물류 사례

Retail Fresh Distribution



Jun. 2017





HMP Overview

- '98년 홈플러스 1호 대구점 오픈, '02년 국내 대형마트 2위로 성장
 - 신개념 할인점 '가치점', 선진 운영프로세스 접목 (SRD / 자동발주 / 첨단 물류센터 등)
- 매출 8.3조, 종업원 25,000명, Hyper 142개, Express 400개, CVS 400개, 온라인





HMP 물류 Objectives

✓ 고객에게 더 좋은 상품을, 회사에는 이익을, 운영은 편하게...

Better for
Customer

더 좋게

- **결품** Availability
- **품질** Quality
- **판매 준비** Moment of Certainty

Cheaper for
Company

더 싸게

- **재고 수준** Stock holding
- **재고 손실** Bad stock / Loss
- **운영 비용** Operation cost

Simpler
for Staff

더 편하게

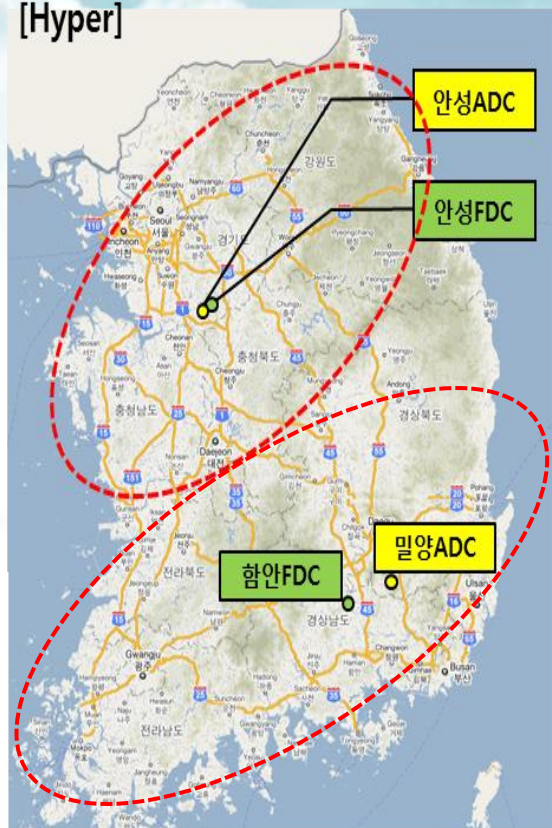
- **적정 물동량** Optimum volume
- **적정 공간** Optimum space
- **가시성** Visibility



HMP 물류 Network

✓ 비즈니스 특성을 고려하여 지역, 중앙 물류센터 운영

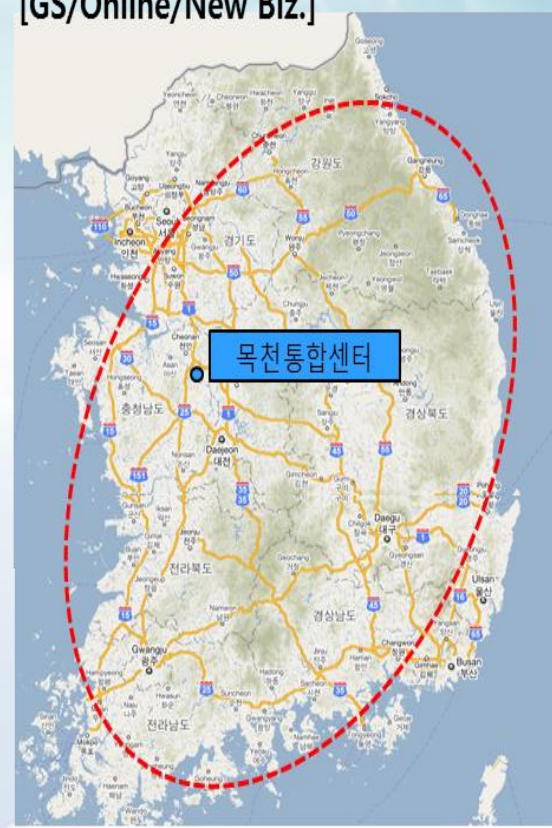
[Hyper]



[Small format]



[GS/Online/New Biz.]



➤ 신선물류 서비스센터 (2DC)

- ✓ 부지 면적 : 200,789 m²
- ✓ 창고 면적 : 55,770 m²
- ✓ 센터 ~ 점포간 평균 거리 : 편도 84km

✓ Capacity

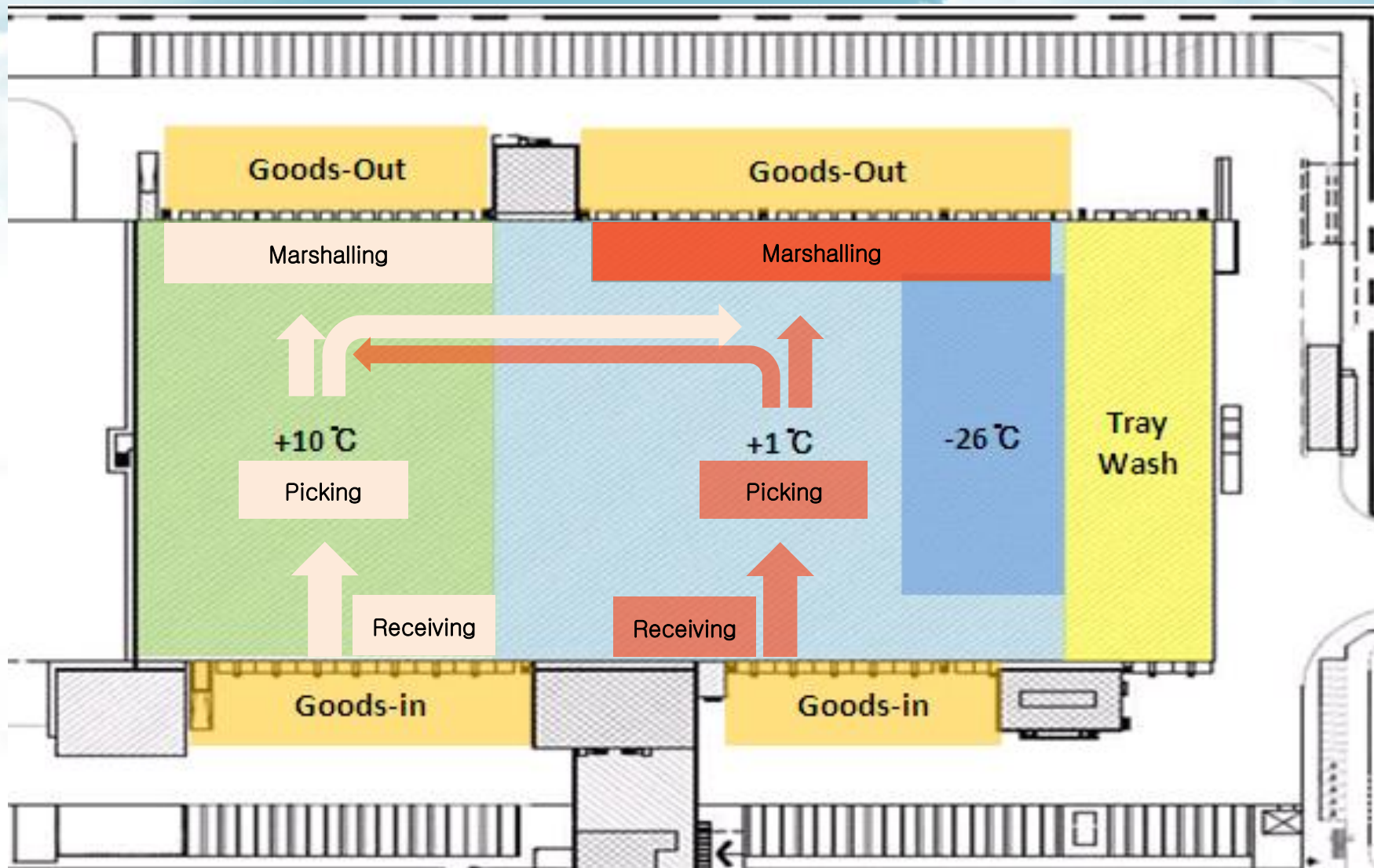
- Volume : 300,000 BOX (day)
- Store : 180 hyper stores

* GHS : Store 거점 운영



Cold chain 관리_3개 온도대 Chamber 운영

✓ 신선물류센터 Layout

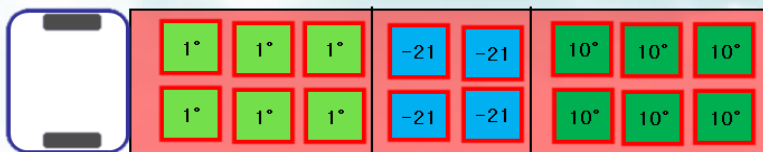




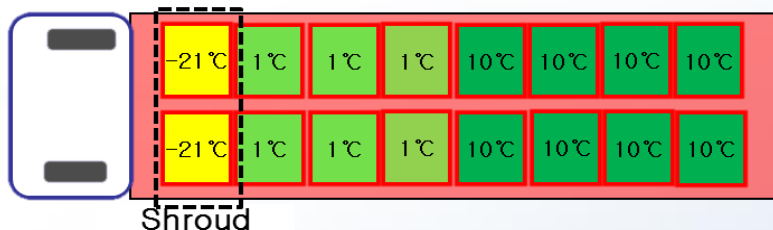
Cold chain 관리_온도별 차량 적재관리

✓ 고정 차량

❑ 45F Trailer

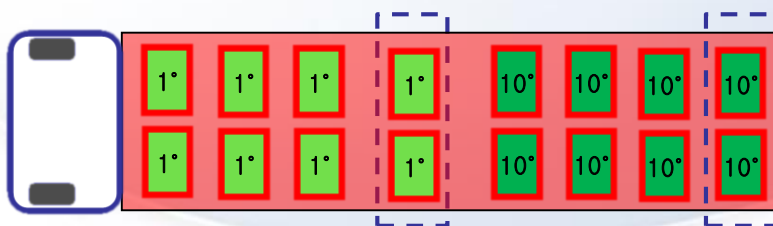


❑ 16T, 8T, 5T



✓ 임시 차량

* 5°C, 온도 민감 상품 보냉 커버(수/축산, Banana 등)



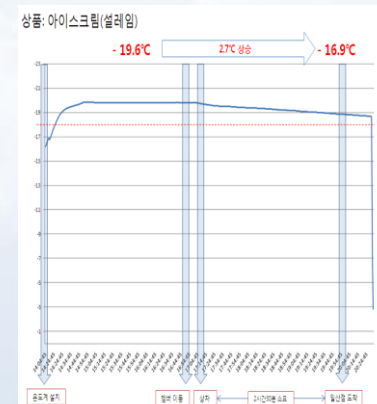
* 보냉커버 (shroud)



* 온도 모니터링

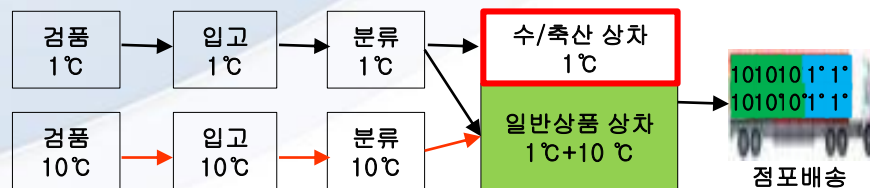


* 보냉커버 Test



* 상차 시간관리

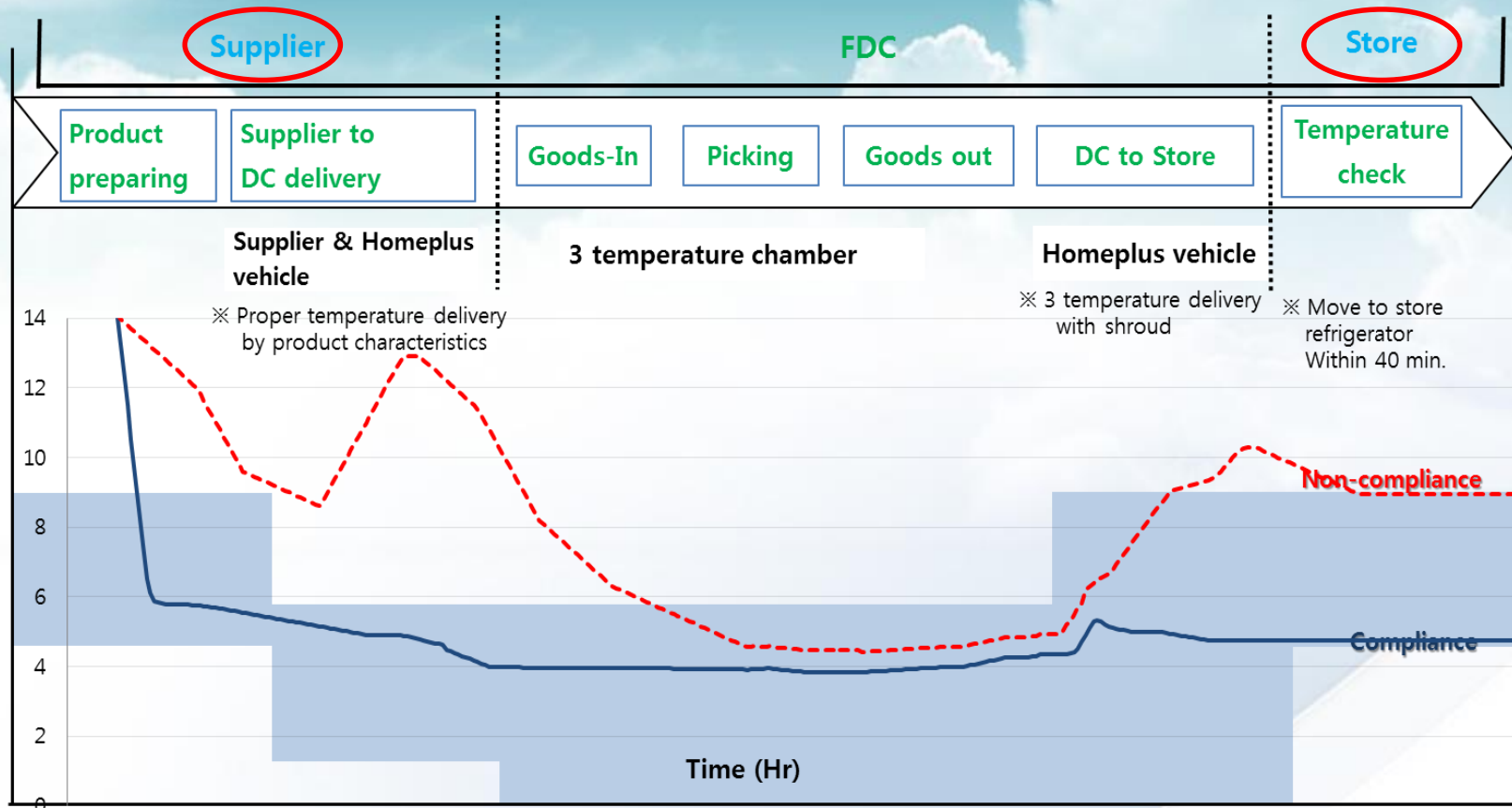
- 일반상품 60min, 수/축산 40min





Cold chain 관리_End to End 온도

✓ 산지에서 점포까지 온도관리



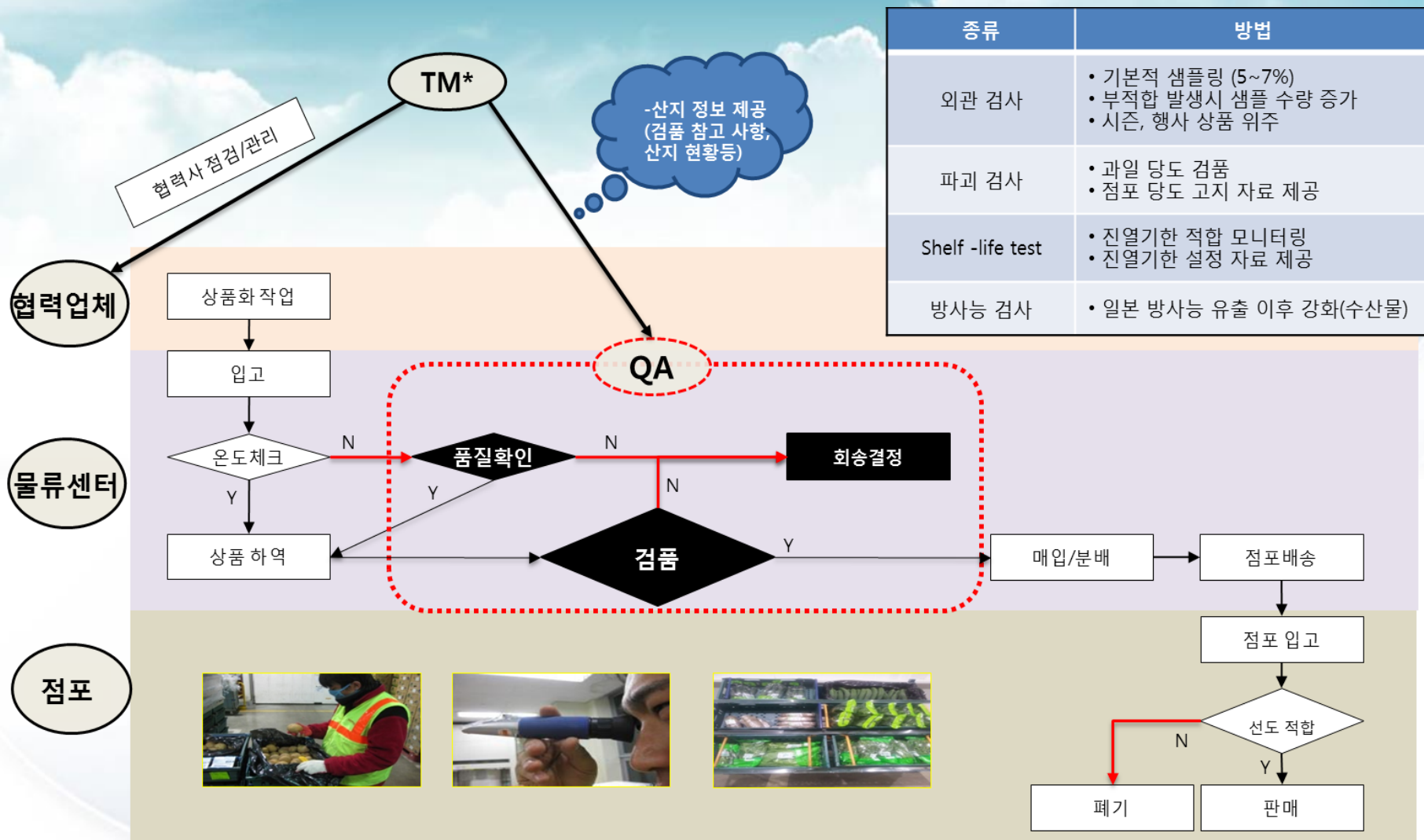
▪ Fresh End to End

- Farm → FDC : 온도기록지, 입고차량 적외선 온도계 체크, 축산상품 품온 체크 병행
- FDC → Store : 배송 차량 자동 온도 모니터링 (TOP 시스템)



HMP 신선 품질관리_프로세스

✓ 산지, 물류센터, 점포까지 **품질관리 프로세스**를 통한 최상의 상품 공급



* TM (Technical Manager) : 산지 중심으로 순회하면서 품질 관리 전반적인 점검 업무 수행 하며, 검품기준서(세부 검품 내용) 제공

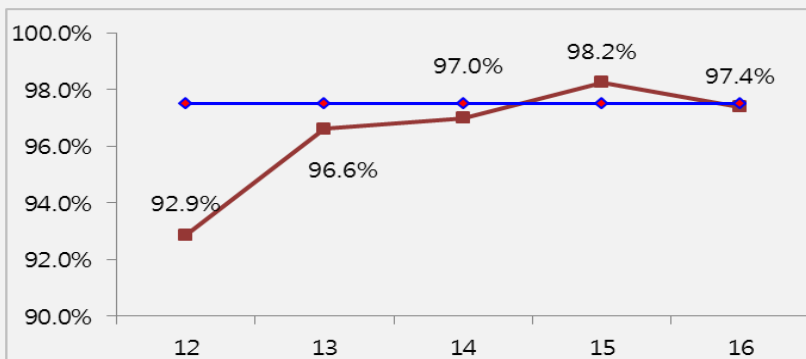


물류서비스센터 KPIs_Service

Keep up with required service level to establish end to end supply chain efficiency, finding additional opportunities to make better distribution together.

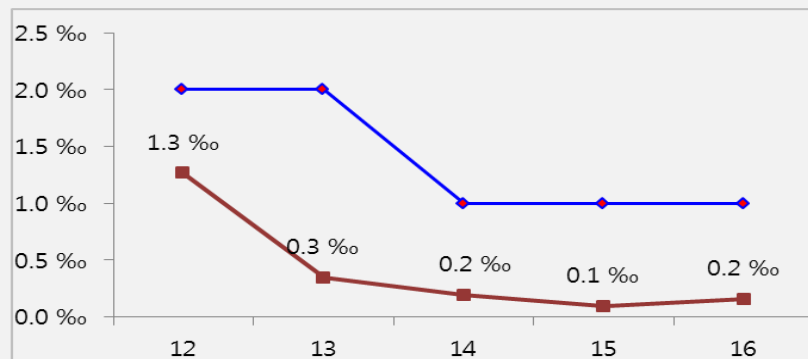
Delivery On Time

Unit : %



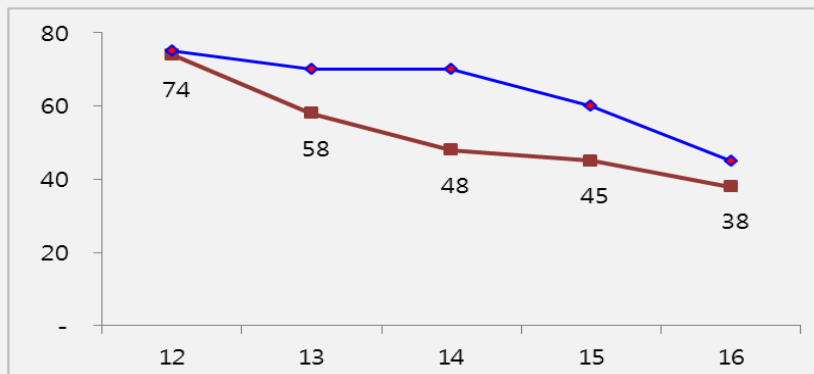
Item Accuracy

Unit : ‰



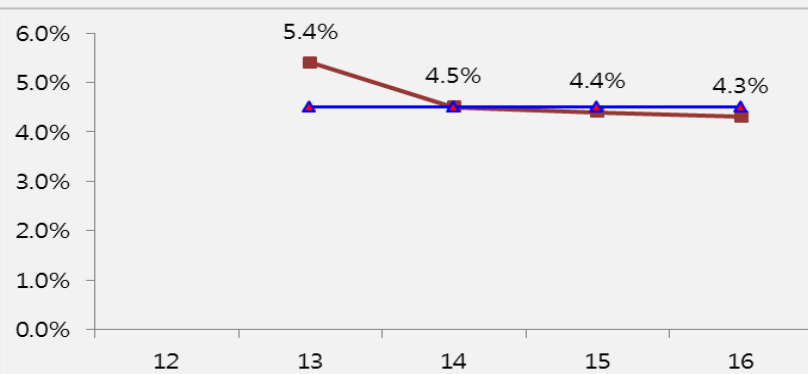
Supplier Turn Around Time

Unit : min



QA 검품률

Unit : %



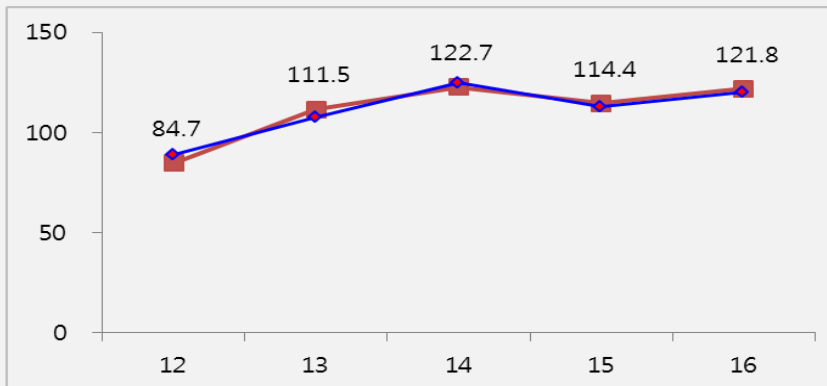


물류서비스센터 KPIs_Operation

We are now making continuous improvement in KPIs, which means that we are reducing distribution costs

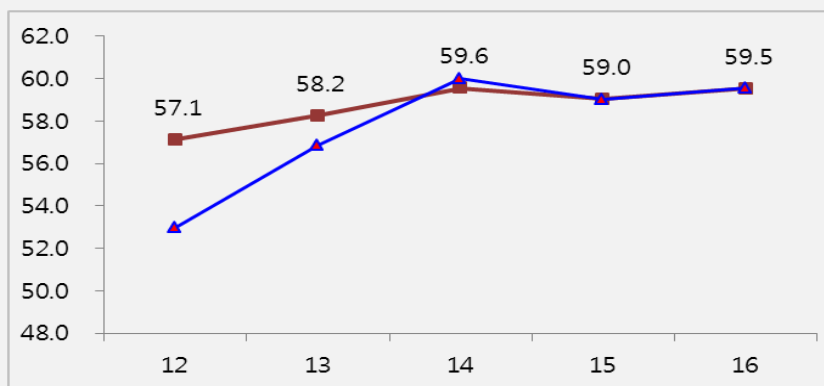
Productivity

Unit : Case



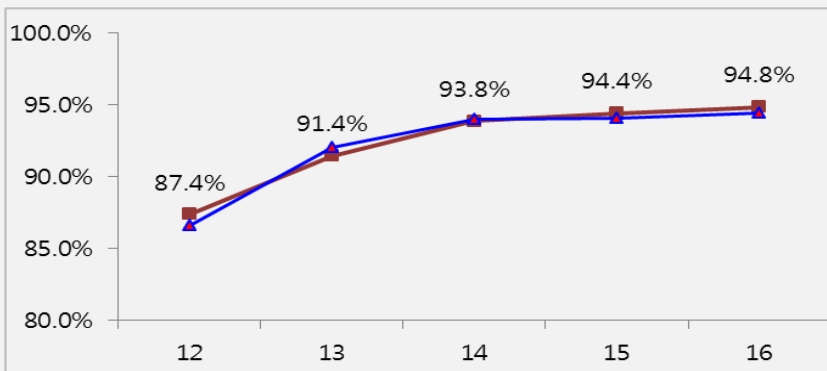
Case Per Pallet

Unit : case



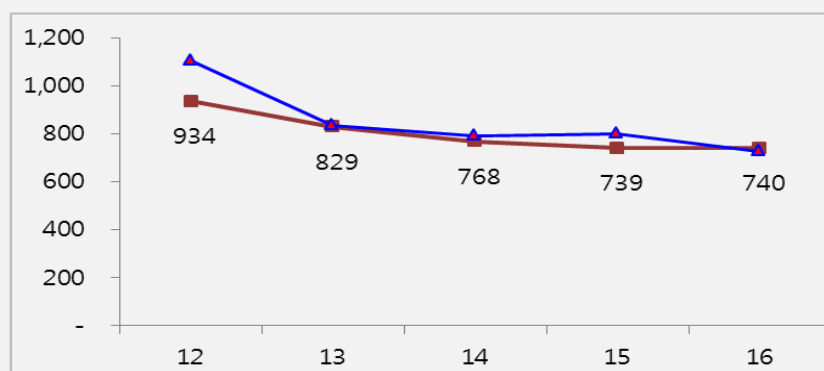
Vehicle Fill Rate

Unit : %



Cost Per Case

Unit : ₩





감사합니다!!!

An-Seong Fresh Distribution Service Center



Home plus