



CLARITY CONSULTING

PROJECT OVERVIEW

The goal of the project is to identify how Staples' **service and operational functions can improve**, primarily by **optimizing the supply chain, enhancing customer service, and raising overall service quality**.

The project will involve evaluating the current operational processes and making recommendations for improvement based on detailed analysis and feedback. We'd like to take a look at how all of these processes affect key stakeholders and primary business partners.



COMPANY OVERVIEW



Staples' History:

- Founded May 1, 1986
- Headquarters in Framingham, MA
- Occupy 43.2% of market share in Office Supplies Stores Industry, with notable market share in five other markets
- Tapping more into online markets, as primarily dictated by the COVID-19 pandemic

CLIENT OBJECTIVES



1.

Evaluate inefficiencies across Staples' supply chain; including those affecting Product Offerings, Delivery Services, Sustainability Efforts, Customer Satisfaction, and more

2.

Consider innovative ways to meet customers where they are. This will ensure Staples is welcoming & provides comfort for its target audience (small businesses)

3.

Provide greater flexibility with offerings and plans for businesses, including expansion into janitorial/cleaning services

- ***Is Staples current supply chain effective in achieving the most efficient outcome for the business's demand?***
 - Are there more efficient ways to improve their supply chain? Are there ways for Staples to improve their knowledge and expertise on an efficient supply chain?
- ***What are the current demands of the small businesses and is Staples currently meeting them?***
 - Are small businesses and consumers satisfied with their current experience with Staples? If the answer is no, what ways can we address and amend these partnerships?
- ***What are the key performance indicators and pain points for Staples' supply chain?***
 - After evaluating the performance, how can Staples improve its inefficiencies and bottlenecks, and at the same time maintain their strength?

PROJECT SCOPE

APPROACH

1. Profound research and analysis of Staples' supply chain to discover what is affecting and impacting the areas listed in the client objectives.
2. Research the innovative ways that Staples can meet customers where they are, which will help discover their product needs.
3. Research into potential offerings and plans for businesses, which includes discovering if Staples can expand into new product services.
4. Research supply chain landscape matrix among Staples and other businesses with similar functions, identifying metrics that matter most for tracking performances and improvements that can be learned from other businesses.



OUR PROCESS

STEP 1: GENERATE HYPOTHESES & CREATE TEAMS

4 Weeks

- Find avenues of hypotheses to consider through our project timeline
- Properly divide team members and resources between each client objective

STEP 2: CONDUCT RESEARCH & GATHER INFORMATION

4 weeks x 3 Teams = 12 Weeks

STEP 3: CONSIDER OPPORTUNITIES

4 Weeks

- Explore potential future environments
- Identify insights, trends, and commonalities between client objectives

STEP 4: DEVELOP & EVALUATE COMPANY STRATEGIC OPTIONS

6 Weeks

- Develop options and analyze using team decision criteria
- Describe strategic options and analyze using Core Team decision criteria

STEP 5: CHOOSE A STRATEGY AND CREATE THE ROADMAP

6 Weeks

- Make strategy recommendations and decisions
- Define action plans
- Present findings and recommendations to client and shareholders

PROJECT DELIVERABLES

- Analysis of external supply chain landscape matrix
- Supply Chain Efficiency Recommendations
- Current State Assessment Report
- Product Offering Expansion Proposal
- Customer Satisfaction Improvement Plan
- Stakeholder Feedback and KPI Analysis

Q&A

QUESTIONS AND ANSWERS