

Royal Dutch / Shell Group

World-Class Supply Chain Benchmarking Project

Business Challenge

Royal Dutch / Shell Group, the world's number three petroleum company wanted to identify the current world-class supply chain strategies and tactics which would be applicable to implement in a new Operating division which would focus on world-wide oil shale extraction and processing.

How WCL Consulting Helped

WCL Consulting with its extensive knowledge on world-class supply chain strategies identified the leading companies in moving goods and information around the world. The firms included: Dell, Toyota, Nissan Motors, Caterpillar, Wal-Mart, Honda, Boeing, Daimler-Chrysler, and Airbus. In-depth analysis was conducted of each company's global supply chain strategies and tactics. The Supply Chain SCOR model of plan, source, make, and deliver was used to identify best practices. The following areas were analyzed for best practices:

- Supplier selection / management
- Procurement process
- Material management / movement
- Warehousing operations
- Continuous quality improvement
- Transportation network design
- Manufacturing strategies
- Supply chain management collaboration
- Risk assessment / mitigation
- Technology

Royal Dutch / Shell Group used the WCL Consulting Best Practices Report to develop and implement a customized, best practices supply chain strategy for their new division.