

## **MANAGEMENT OF PRODUCT SUPPLY IN PROCTER & GAMBLE**

Founded in 1837, Procter & Gamble now has operations in 68 countries throughout Europe, the Middle East, Africa, Asia and the Americas. We sell over 300 products, produced in 140 manufacturing plants, to five billions consumers in 150 countries across the globe. We began full scaled operations in Baltic and Belarus in 1995 by opening the headquarters in Riga. There are several functions within our organisation and Product Supply is a vital part of our structure.

Product Supply is responsible for every aspect of making and delivering our products to our customers. In Customer Service, we manage the supply of products to our trade customers and we optimise the total supply chain. In Manufacturing, we produce our high-quality products using technology and organisation systems that are recognised as industry leaders. In Engineering and Purchasing, we provide the state-of-the-art equipment, materials, technology and services necessary to make it all work.

These four functions are bound together by three common goals: unswerving dedication to consumer and trade customer satisfaction; achieving competitive advantage through global operations; never ending pursuit of personal mastery and functional excellence. This unified linkage from our suppliers, throughout our manufacturing and distribution processes, to our customers is the powerful concept we call Product Supply.

Managers in Product Supply are responsible for a considerable portion, of P&G's money and people. They also have a direct and major impact on the profitability of our products since they are responsible for the cost of the ingredients, manufacturing, packaging and delivery. The Product Supply Organisation is structured to manage Europe as a single market. Our managers regularly work with colleagues in other European countries.

**Customer Service & Logistics.** The Customer Service organisation is responsible for impeccable supply to our customers and consumers, by ensuring that the product is available and delivered as requested. To achieve this, the Customer Service Organisation has to establish and maintain clear processes and procedures, liaising with supplying plants and customers as well as with internal departments, primarily Customers Business Development (CBD) and Brand Management. The Function continually seeks to improve service, through advanced planning techniques embracing new technology, optimising inventory, distribution and warehouse costs, helping customers grow through support, training and innovative trade terms. At P&G, we have established superior Customer Service as a clear opportunity to gain a business advantage over our competitors. There are four main areas in Customer Service: Ordering, Shipping, Billing (OSB), Category Planning, Distribution/Logistics and Customer Logistics Development as a member of a Customer Business Development Team.

In Ordering, Shipping, Billing (OSB) we work closely with our major customers and distributors generating and processing orders. We also actively manage customer stocks, using new technology and your own creativity and innovation, to optimise customers' cash flow. We ensure that the Company keeps agreed contracts and trade terms with the customer. We are also required, in conjunction with CBD, to help design and improve these contracts

and trade terms, leading to excellent execution of orders, clarity of our terms and conditions and prompt payment by our customers.

In Category Planning we are in charge of maintaining product supply to our customers while minimising inventory and maximising service levels. We work closely with CBD, Brand Management and supplying plants to guarantee the continuous supply of existing products and ensure new initiatives are introduced and delivered on time. We work with other Product Supply teams to optimise production cycles and batch size to enable the efficient management of the inventory. We develop the ability to influence our colleagues as we build a sound data-base to support our views, using the most advanced systems available.

In Distribution/Logistics our role is to ensure we have timely and cost effective product delivery to our customers through our transport partners. We are responsible for the integrity of our inventory in our warehouse, as well as the quality and operating standard of the warehouse. We have extensive experience in the area of managing and leading diverse groups of people. We deal extensively with representatives of outside agencies such as customs officers, hauliers and warehouse contractors, helping negotiate contracts that build and sustain our competitive advantage. Our innovation and creativity is required to continually improve our systems, processes and services as we build long-term relationships with all our partners.

In Customer Logistics Development we are working directly with our largest customers, helping them improve their systems and operations. We are the part of a multi-functional team, helping train and educate the customer in a variety of sophisticated techniques. We are involved in logistics, order and inventory management, replenishment techniques designed to optimise the customer's inventory, and the assortment of products and cash flow, allowing our customers to provide high levels of service to their customers and eventually our consumers.

Manufacturing. The Manufacturing organisation is responsible for bringing together the materials and services provided by the other Product Supply Functions and converting them into the distinctive Procter & Gamble products preferred by consumers around the world. This is achieved by integrating and optimising the manufacturing process, organisational systems and information technology. In Manufacturing, we strive constantly to improve our production results and are recognised as industry leaders for our ability to produce innovative products of exceptional quality and value reliably and cost effectively. Usually we start in Manufacturing as a Process Manager. This gives the opportunity to use our technical education immediately across the full range of Manufacturing operations, including the start up of new equipment, processes and technologies as well as the production of new products for the market.

Engineering. The Engineering team is responsible for developing, installing, maintaining and improving the manufacturing technologies and systems needed to produce our innovative products and protect the environment. Our work is guided by the use of Total Quality principles and is focused on manufacturing technologies of the future. In Engineering there are several disciplines where we may start your career.

In Process Engineering we design and specify both chemical and mechanical processing systems. P&G uses a wide range of processes from mixing and spray drying the highly viscous detergent formula with complex technological behaviour to the production of disposable diapers on a high speed converting machine. As a Process Engineer we apply our knowledge of heat transfer, fluid dynamics, thermodynamics, strength of materials, system kinetics and dynamics.

In Packing Engineering we are concerned with the design, development and sizing of mechanical equipment to handle, form, fill, measure and seal individual product containers automatically and at high speed. This requires the application of machine design theory

including machine mechanism, vibration, elastic analysis, electromechanical and hydraulic systems and dynamic simulation techniques.

In Process Control Engineering we work on the design of automatic control systems for process, packing and materials handling facilities. We are also concerned with the design and development of instruments, measuring systems, electronics and control theory. We have the opportunity to combine design logic, control of varied rotary and linear motions and electronic inspection devices to produce integrated process and machine control systems. Increasingly, control computers are a key part of our applications.

Engineers of many disciplines are involved in the planning and supervision of an ongoing capital construction program. Using the most modern resources and management techniques, our Project Managers are always seeking improvements in estimating and managing capital, preparing and monitoring project schedules, co-ordinating engineering design and procurement, and managing construction contractors.

Purchasing. Purchasing supports upstream material development and sourcing materials across countries and currencies while managing individual supplier relationships. As P&G is dedicated to delivering quality products, buying the right materials, equipment and services at the right price plays a key role in our competitiveness. The Purchasing Function links our contract suppliers with production sites and has responsibility for the supply of materials worth tens of millions of dollars per year. Purchasing starts with a Purchasing Manager. We manage our area of responsibility as a business. We analyse markets and work with suppliers to develop innovative sourcing strategies that enhance P&G's competitive position in the marketplace. We are the masters of the strategic sourcing of materials and services needed to produce our broad range of products.

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## **ОБЕСПЕЧЕНИЕ НАЦИОНАЛЬНЫХ ЭКОНОМИЧЕСКИХ ИНТЕРЕСОВ И ЭКОНОМИЧЕСКОЙ БЕЗОПАСНОСТИ ГОСУДАРСТВА**

Еще в недавнем прошлом безопасность государства и общества сводилась к обороне страны от военной угрозы, то есть обеспечению военной безопасности. Развитие системы интересов государств, их взаимосвязи и взаимозависимости привело к усложнению проблемы безопасности с точки зрения ее многоаспектности. Национальная безопасность включает в себя такие составляющие как политическая, военная, экономическая, информационная и другие виды безопасности. Все они тесно взаимосвязаны между собой. Однако вся система безопасности базируется на экономической составляющей, так как производство и воспроизводство материальных благ, удовлетворение материальных потребностей субъектов любой общественной формации и, прежде всего, главного из них – человека, является основой и необходимым условием их существования и жизнедеятельности.

При построении системы национальной экономической безопасности можно выделить следующие основные этапы:

1. Выделение, формулирование множества национальных экономических целей и приоритетов, а также угроз им.
2. Разработка системы показателей экономической безопасности государства для мониторинга и использования в управленческом процессе.
3. Проведение оценки состояния национальной экономической безопасности.
4. Разработка методов реализации государственной политики в сфере экономической безопасности страны и их актуализация.