供应链创新发展趋势与展望

—— 利丰供应链的数字化转型

Fung
Retailing

茅剑
冯氏零售集团创新业务总经理

2019年3月29日

利丰数字化供应链的实践

- 面料
- 设计
- 生产
- 供应商管理
- 关于利丰

利丰的四个数字化平台

更简易的物料采购

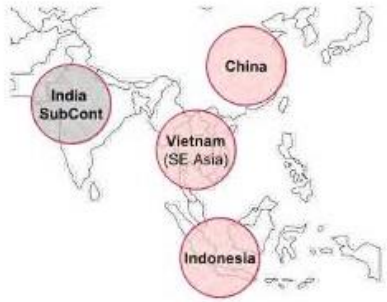


物料平台

更快捷的设计迭代

3D设计平台





生产平台

更接近生产端

供货商平台

物料

设计

生产

更佳的伙伴切入

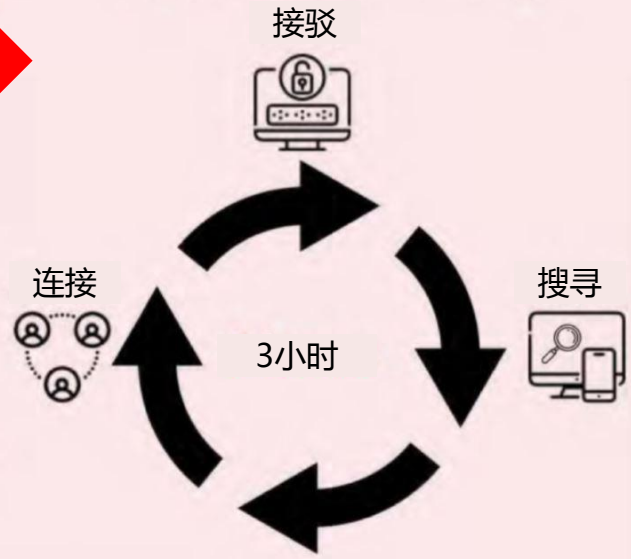
利丰的物料采购平台

传统采购



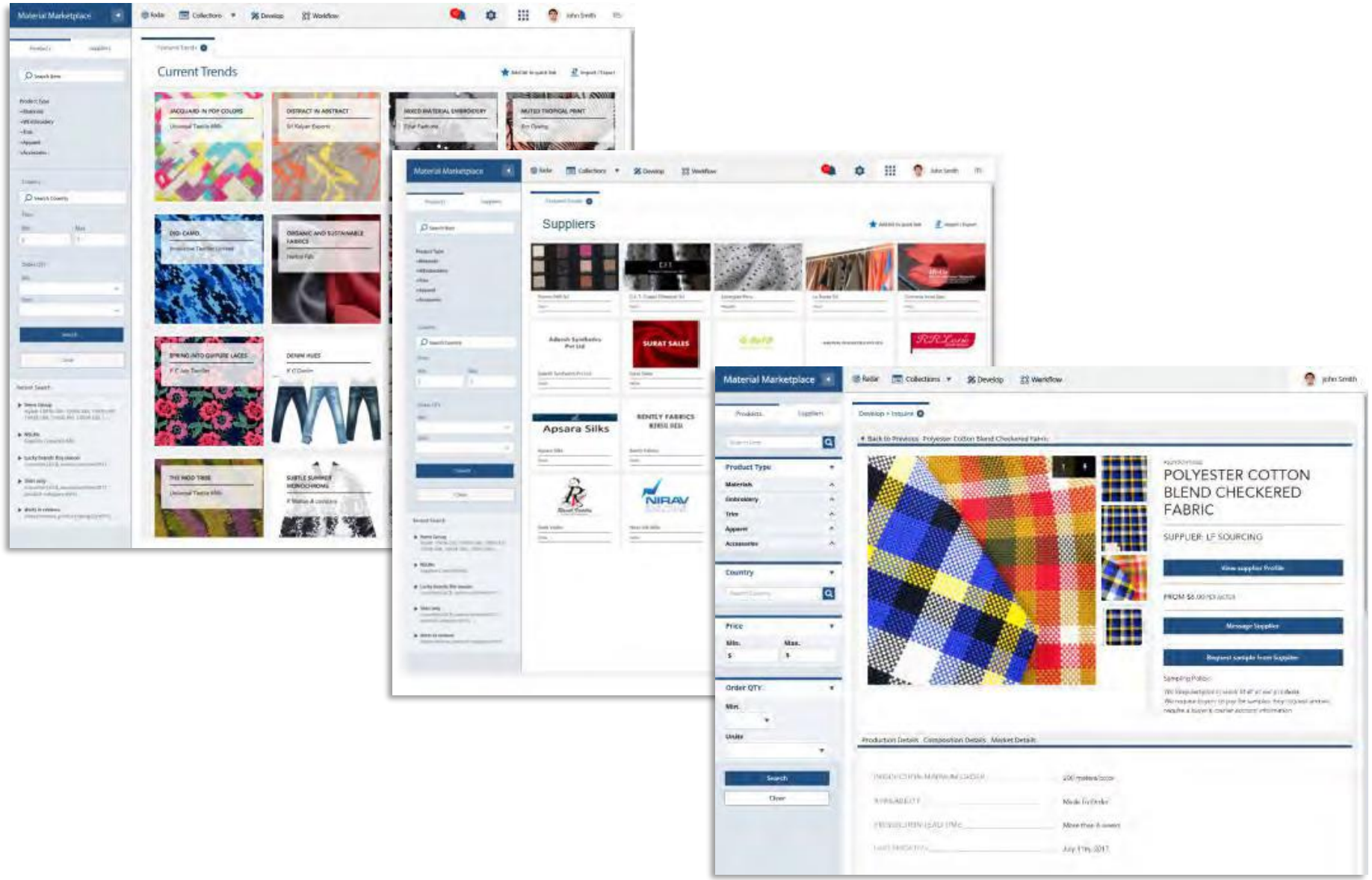
- 供货商网络狭窄
- 人手化程序
- 成本上涨
- 更长采购周期
- 需求浮动
- 竞争力下降

数码采购

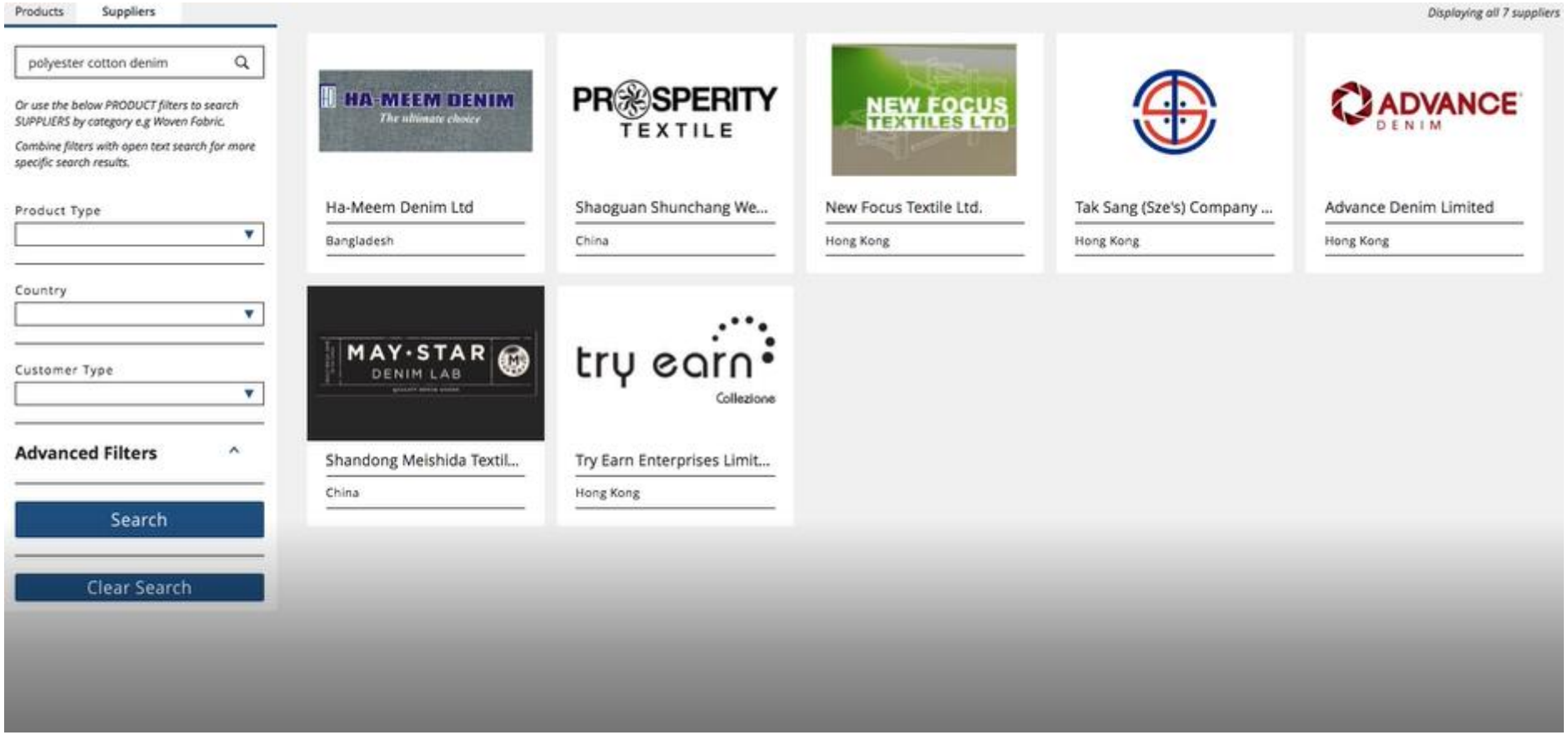


- 链接全球供货商网络
- 优化营运资源
- 减缓成本上涨
- 随时随地快速连接
- 分享市场情报，分析需求走势
- 更进取及更富竞争力

利丰的物料采购平台


Material Marketplace
Current Trends
Suppliers
Apsara Silks
POLYESTER COTTON BLEND CHECKERED FABRIC
SUPPLIER: LF SOURCING

平台集合全球的面料供应商



各种面料分类上传



Spandex *Created on Mar 20th, 2018*

5 Products · Open Collection





Poly Workwear *Created on Mar 20th, 2018*

6 Products · Open Collection



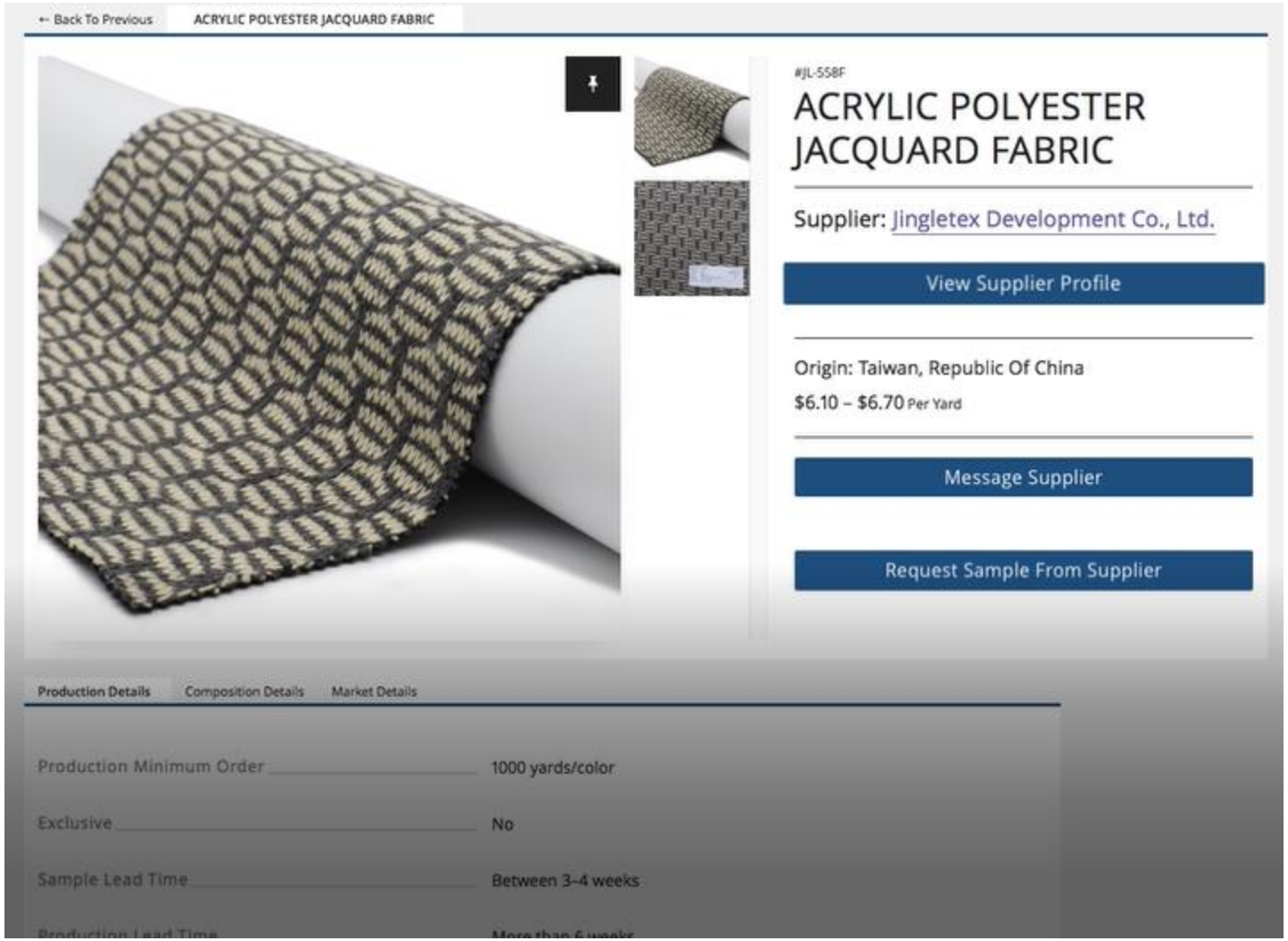
Cotton Poly *Created on Mar 20th, 2018*

18 Products · Open Collection

My Favorites *Created on Mar 16th, 2018*

Search For Products To Add To Your Collection

面料有清晰的描述


← Back To Previous
ACRYLIC POLYESTER JACQUARD FABRIC
#JL-558F
ACRYLIC POLYESTER JACQUARD FABRIC
Supplier: Jingletex Development Co., Ltd.
View Supplier Profile
Origin: Taiwan, Republic Of China
$6.10 – $6.70 Per Yard
Message Supplier
Request Sample From Supplier
Production Details
Composition Details
Market Details
Production Minimum Order
1000 yards/color
Exclusive
No
Sample Lead Time
Between 3-4 weeks

多种面料集合成电子数据册

Copy Share Link

https://www.lfmarketplace.com/collections/fee051b9603d443685e158a7aad03119

Email Share Link



COTTON POLYESTER TWIL...
Talent Textiles Company Limited
China



COTTON POLYESTER TWIL...
Talent Textiles Company Limited
China



COTTON POLYESTER WOV...
Sojitz Fashion Co., Ltd.
Japan



COTTON POLYESTER TWIL...
Talent Textiles Company Limited
China



COTTON POLYESTER DOB...
New Focus Textile Ltd.



COTTON POLYESTER PRIN...
Copen United Limited
China



COTTON POLYESTER CHA...
Hedy Limited
China



COTTON POLYESTER SPA...
New Focus Textile Ltd.



COTTON POLYESTER SPA...
Talent Textiles Company Limited
China



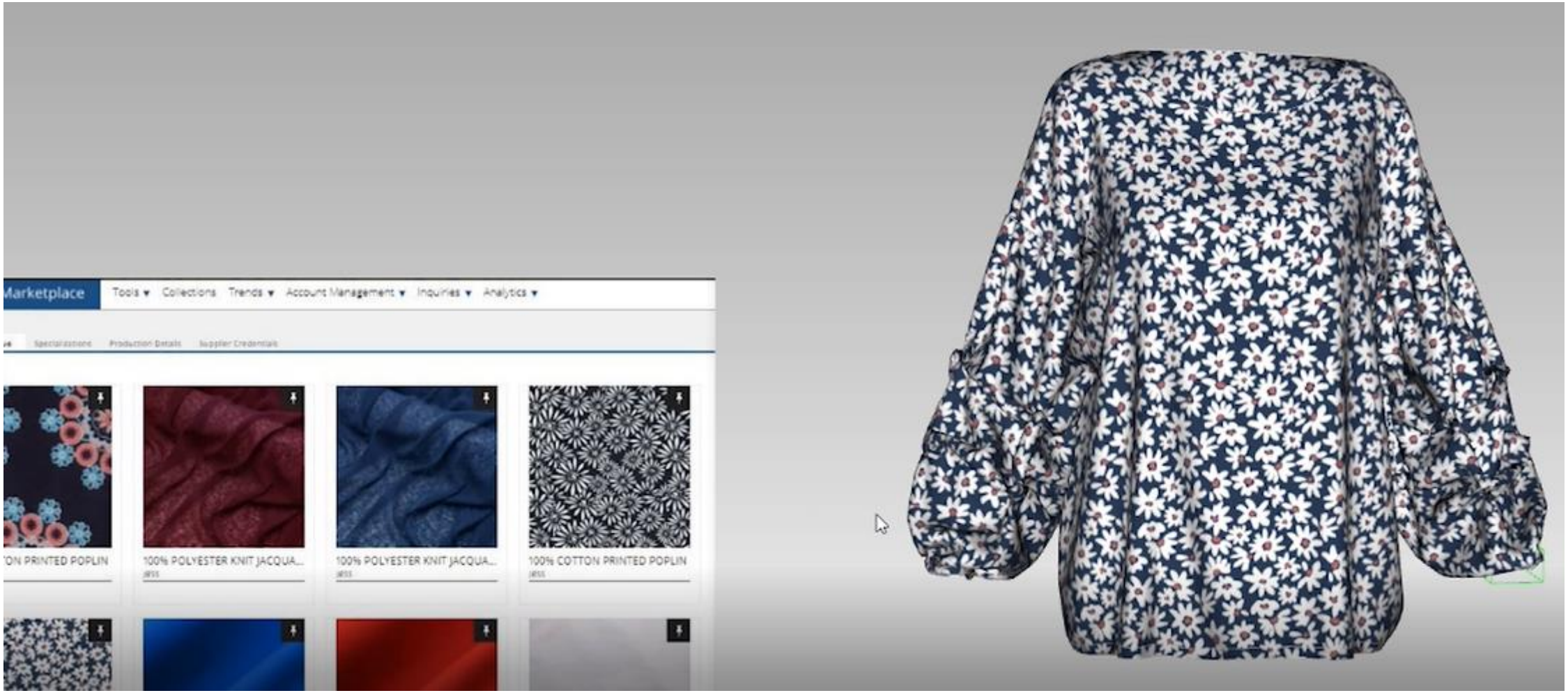
COTTON POLYESTER SPA...
Ha-Meem Denim Ltd

利丰的3D虚拟设计平台



- 结合3D设计工具
- 汇集3D设计专才
- 兼容科技与地域限制
- 标准化流程，有助扩展规模
- 节省制作样板的工序及成本

在数字共享平台上设计


Marketplace
Tools
Collections
Trends
Account Management
Inquiries
Analytics
100% POLYESTER KNIT JACQUA...
100% POLYESTER KNIT JACQUA...
100% COTTON PRINTED POPLIN

利丰的3D虚拟设计平台



设计时间由2-4星期缩短至1日

利丰的3D虚拟设计平台

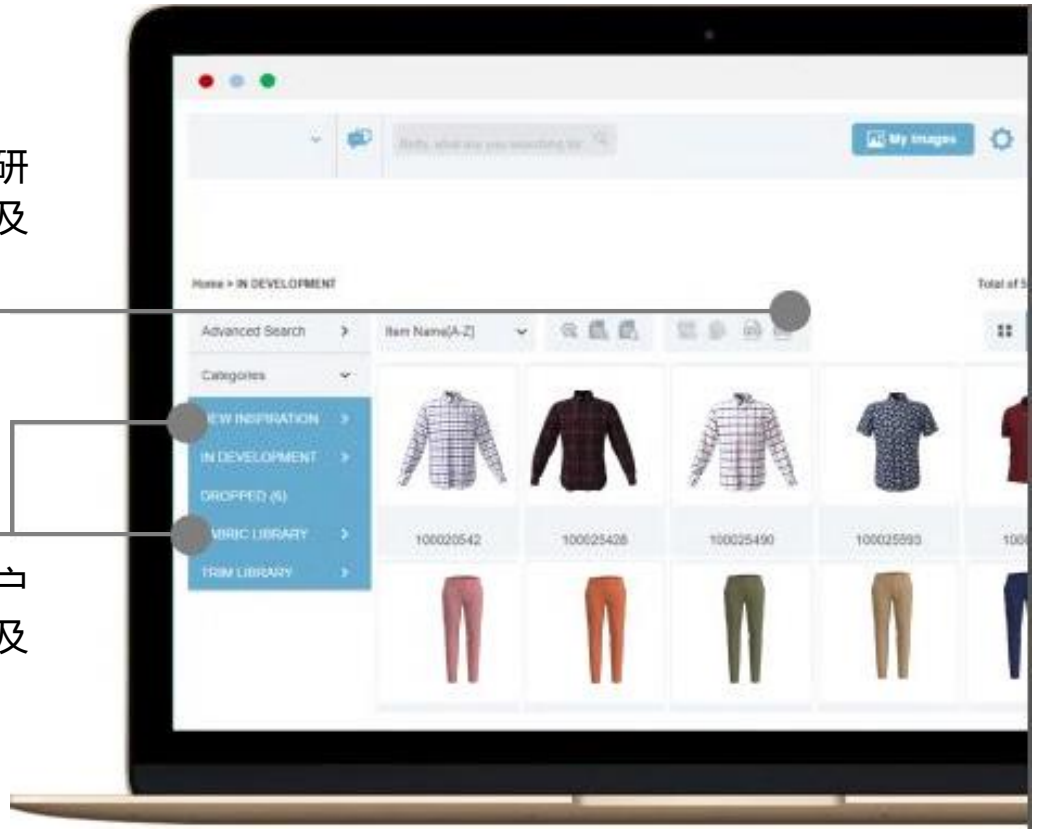
独有设计平台结集准确信息，可找寻新灵感及连接电子档案：



简易将过往纪录及研发档案导出至简报及PDF档，方便分析

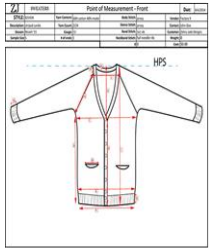


根据市场潮流及客户品牌特色策展款式及布料

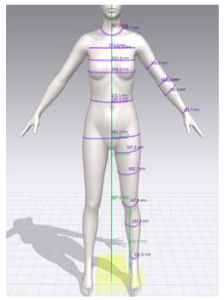


利丰的3D虚拟设计平台

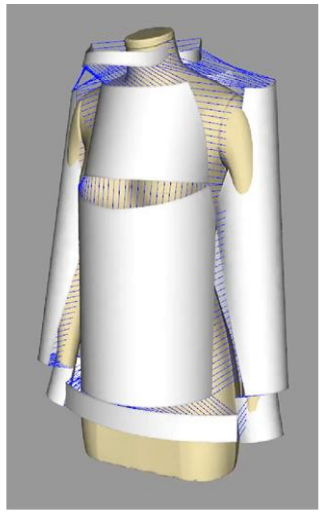
制单



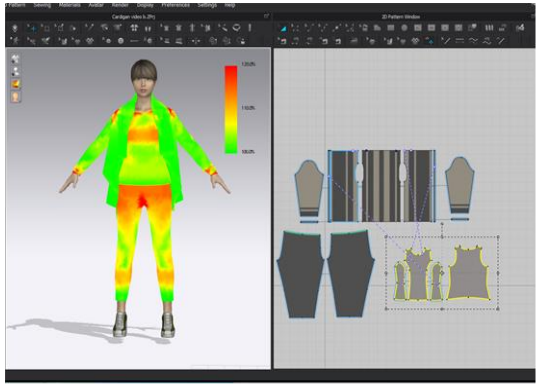
数码模特



数码模拟试身



更改纸样并即时查看试身效果



确认可以投产



3D数码制衣试身流程

利丰的3D虚拟设计平台

3D虚拟设计能大幅减省产品开发时间，提升营运效率

10倍
更多客户

40倍
新增款式

4倍
提升设计速度

3倍
设计师每周产出

利丰的虚拟店铺陈列





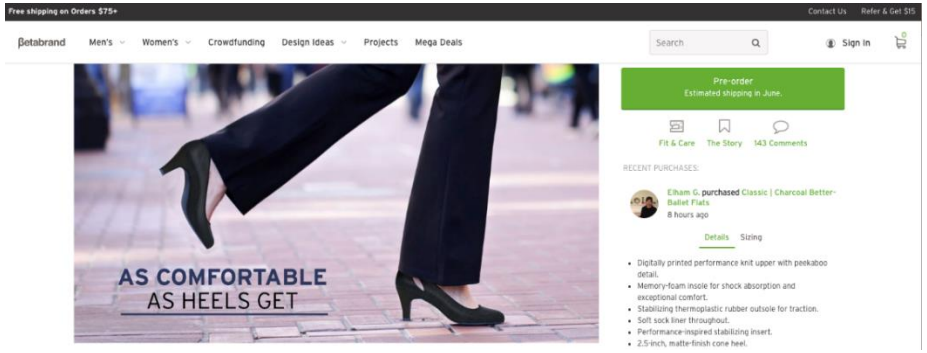
利丰的3D虚拟设计平台

潮流预测 (Trend Engine Project)

从多个电商及社交媒体中收集图像和大数据，以人工智能统计和演算，对比当下潮流及网上货存，从而修订产品的筛选、设计和定价，及预测产品周期。

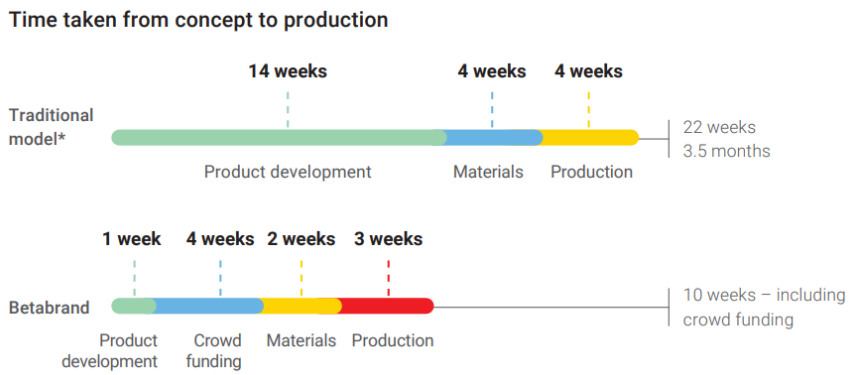


虚拟设计配合新商业模式



Betabrand 通过与利丰的合作，利用虚拟产品设计图增加的立体像真效果，产品选购率大大提升至70%，有效缩短设计过程及控制库存，切合客户追求小额订单、缩短订单周期的要求。



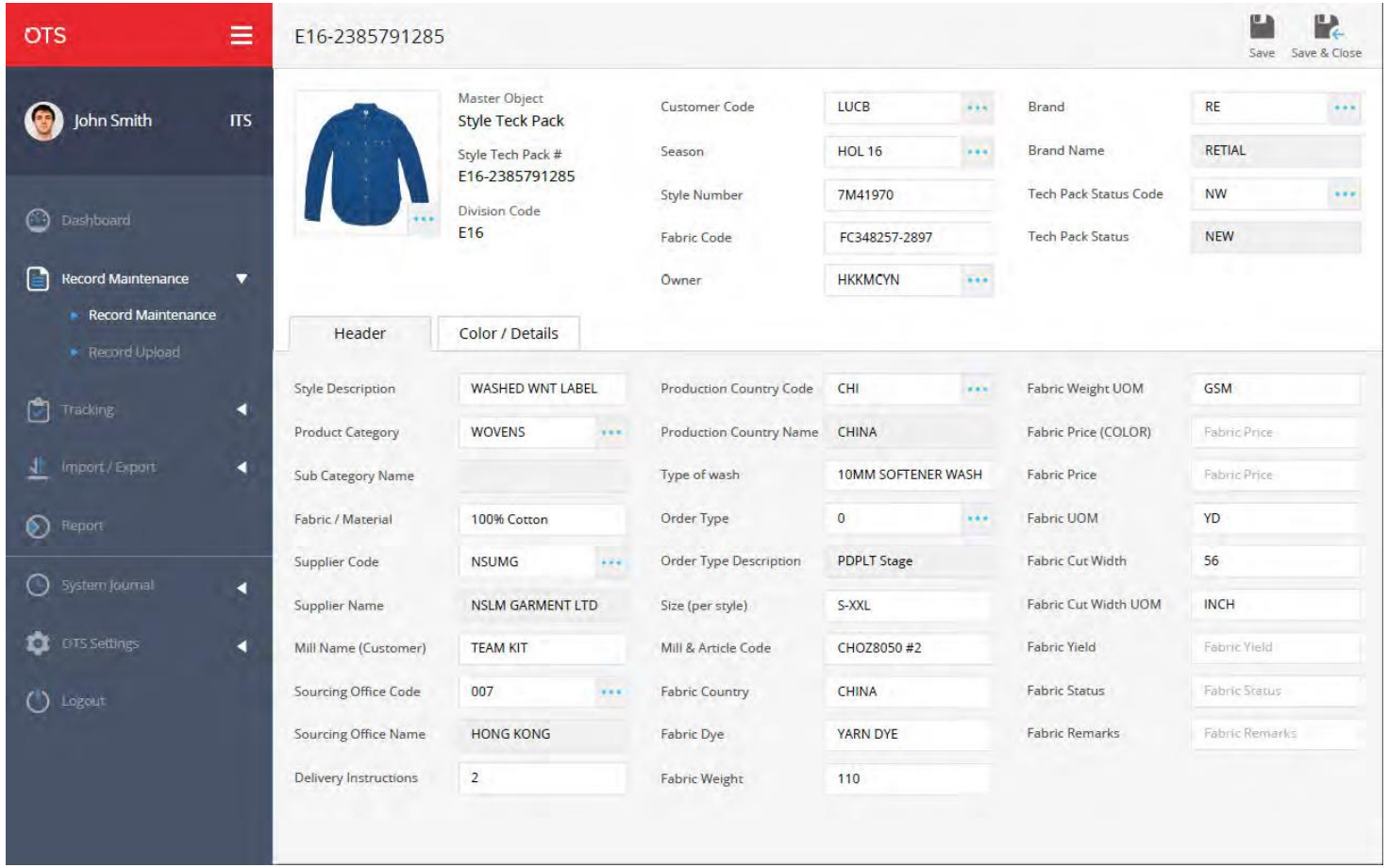


利丰的生产平台



利丰的生产平台

生产追踪平台 → 让生产进度一目了然



- 支援 Production-MR报告
- 生产进程标准化
- 已于2018年投入启用

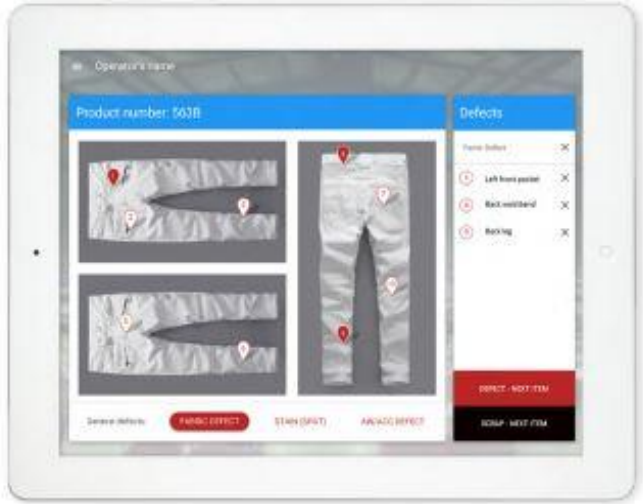
利丰的生产平台

过去……



- 遥距
- 分散
- 人手需求较高

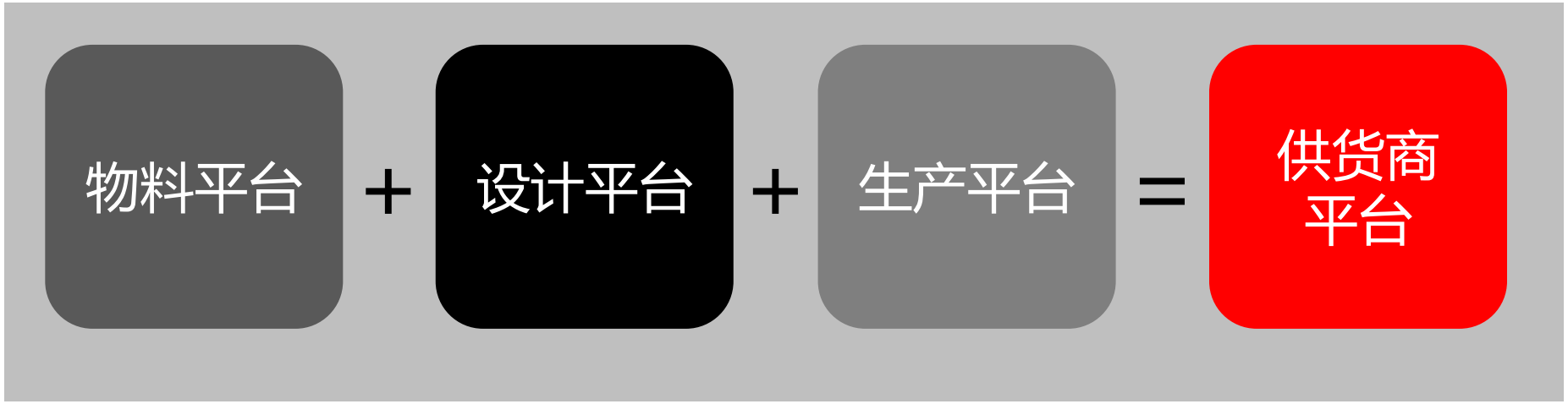
……现在



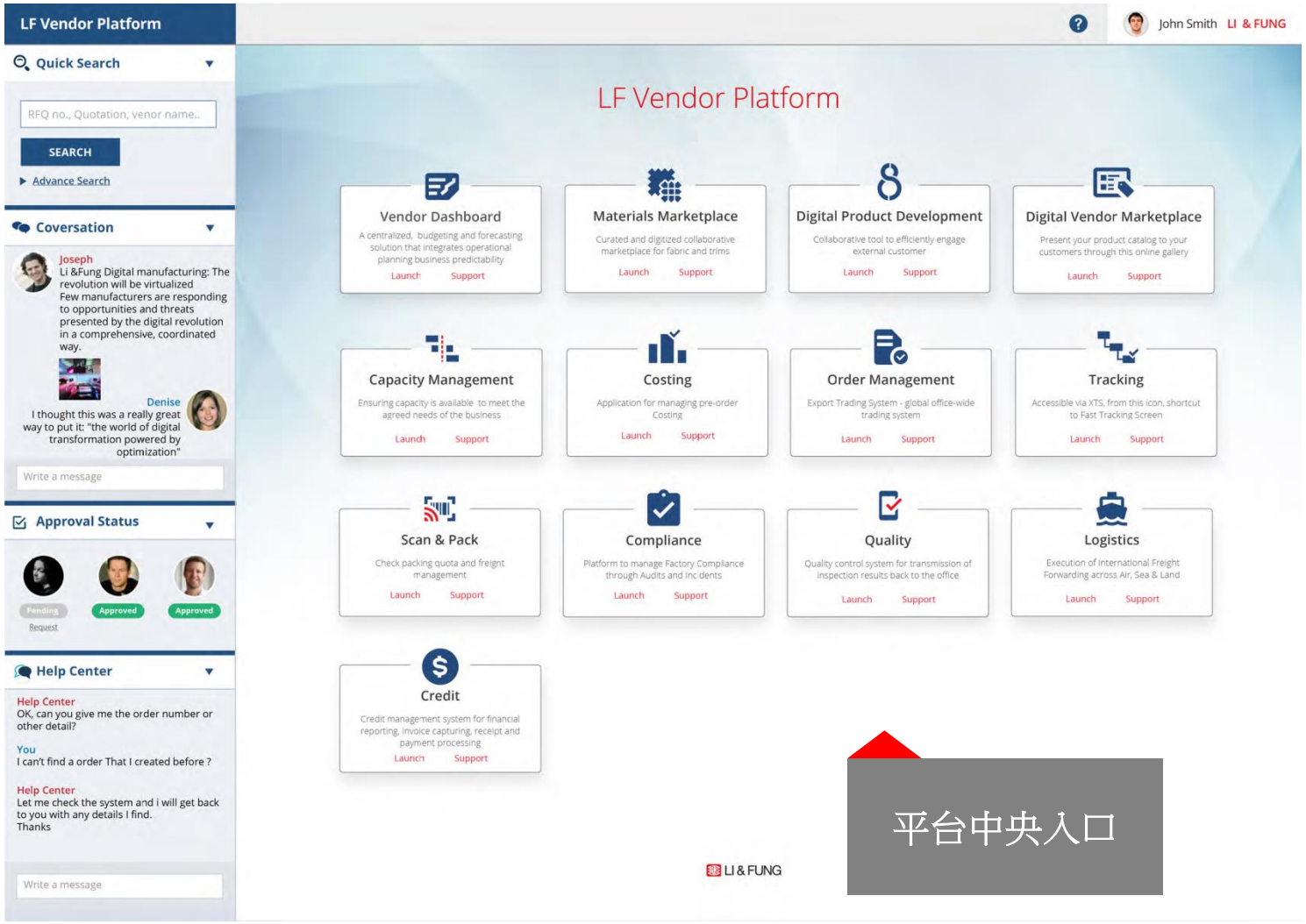
- 在地
- 整合
- 数码化减省人手

利丰的供货商平台

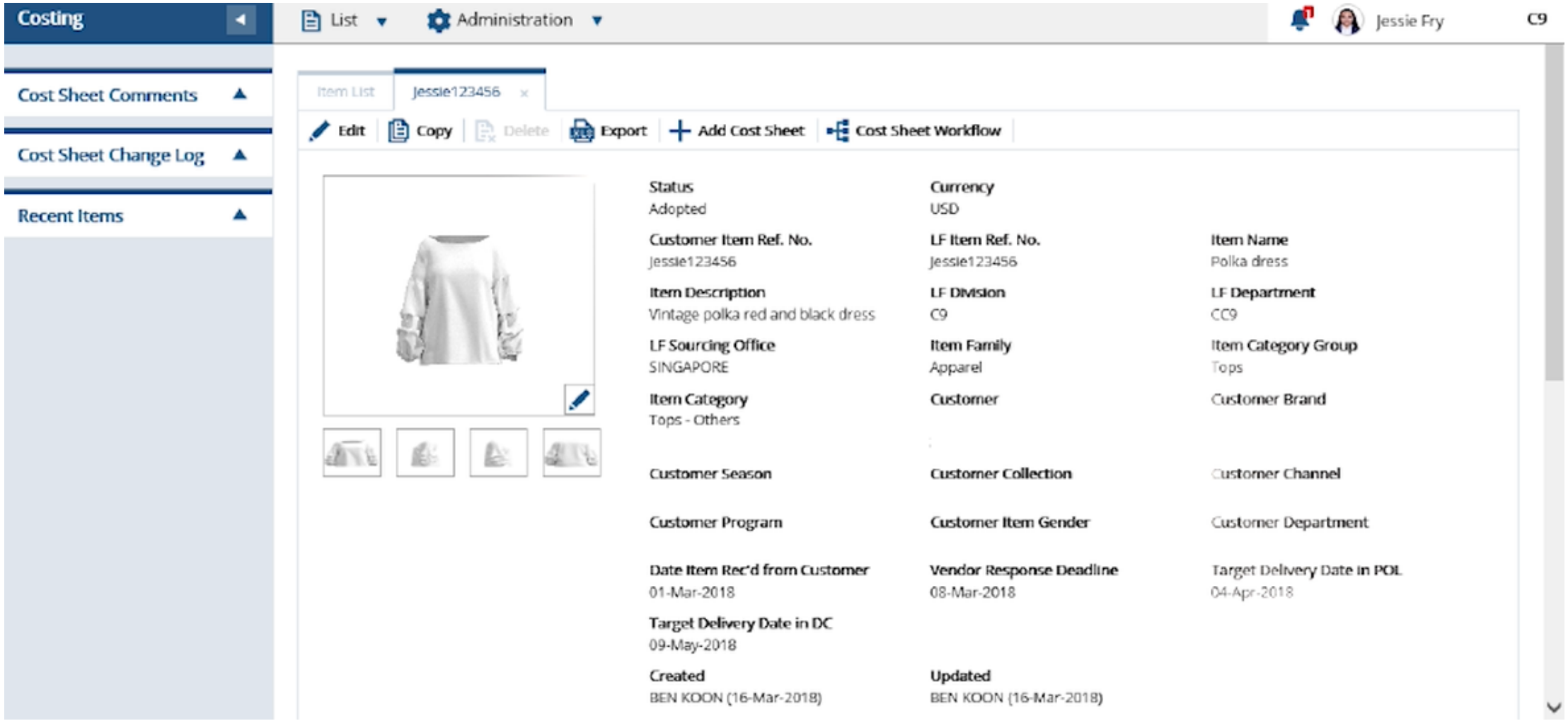
利丰全方位的供货商平台由前面三个平台构建而成



利丰的供货商平台


LF Vendor Platform
Quick Search
RFQ no., Quotation, venor name..
SEARCH
Advance Search
Coversation
Joseph
Li &Fung Digital manufacturing: The revolution will be virtualized
Few manufacturers are responding to opportunities and threats presented by the digital revolution in a comprehensive, coordinated way.
Denise
I thought this was a really great way to put it: "the world of digital transformation powered by optimization"
Write a message
Approval Status
Pending
Request
Approved
Approved
Help Center
Help Center
OK, can you give me the order number or other detail?
You
I can't find a order That I created before ?
Help Center
Let me check the system and i will get back to you with any details I find.
Thanks
Write a message
John Smith LI & FUNG
LF Vendor Platform
Vendor Dashboard
A centralized, budgeting and forecasting solution that integrates operational planning business predictability
Launch Support
Materials Marketplace
Curated and digitized collaborative marketplace for fabric and trims
Launch Support
Digital Product Development
Collaborative tool to efficiently engage external customer
Launch Support
Digital Vendor Marketplace
Present your product catalog to your customers through this online gallery
Launch Support
Capacity Management
Ensuring capacity is available to meet the agreed needs of the business
Launch Support
Costing
Application for managing pre-order Costing
Launch Support
Order Management
Export Trading System - global office-wide trading system
Launch Support
Tracking
Accessible via XTS, from this icon, shortcut to Fast Tracking Screen
Launch Support
Scan & Pack
Check packing quota and freight management
Launch Support
Compliance
Platform to manage Factory Compliance through Audits and Incidents
Launch Support
Quality
Quality control system for transmission of inspection results back to the office
Launch Support
Logistics
Execution of International Freight Forwarding across Air, Sea & Land
Launch Support
Credit
Credit management system for financial reporting, invoice capturing, receipt and payment processing
Launch Support
LI & FUNG
平台中央入口

选中的款式产生电子工艺单



平台选择工厂报价

Cost Sheet | Related Items | Attachment | Item Contact

Vendor : All

Status : All

	200 TOY (HK) LTD.. CS# 1 Adopted	200 TOY (HK) LTD.. CS# 2 WIP LF	200 TOY (HK) LTD.. CS# 3 Vendor Costing Submitted	200 TOY (HK) LTD.. CS# 4 WIP LF
Item Details	FOB	FOB	FOB	FOB
Materials	3.115	2.717	3.723	1.759
Packing	0.200	0.200	0.200	0.200
Manufacturing	1.600	1.600	1.600	1.600
FOB	4.915	4.512	5.037	3.180
ELC	4.915	4.512	5.037	2.727
Other Cost Components	0.000	0.000	0.000	1.250
Activity Tracking				

计算产能

Cancel | Save | Add PO column

Customer Name: XXXXXXXX BRAND
Product Category: WOVEN
Supplier Name: XXXXXXX LIMITED
Year: 2018
Check Plan

Total Capacity of this vendor : 1,000,000B MINS
Unit of capacity: UNIT | MIN
1 UNIT = 3,600MINS





Month	Quick			Fast			Regular			Slow					
	Offered Capacity	Projected	Ordered	Offered Capacity	Projected	Ordered	Offered Capacity	Projected	Ordered	Offered Capacity	Projected	Ordered	PO Total	Total Offered	Total Projected
PO no.			PO12345			PO23456			PO77777			PO22222			
Jan	28,000	18,000	15,000	28,000	18,000	10,000	28,000	18,000	7,500	28,000	18,000	5,000	37,500	100,000	46,000
Feb	25,000	15,000	15,000	25,000	15,000	10,000	25,000	15,000	7,500	25,000	15,000		22,500	100,000	45,000
Mar	25,000	15,000	15,000	25,000	15,000	10,000	25,000	15,000		25,000	15,000		25,000	100,000	30,000
Apr	25,000	15,000	15,000	25,000	15,000		25,000	15,000		25,000	15,000		15,000	100,000	15,000
May	25,000	15,000		25,000	15,000		25,000	15,000		25,000	15,000			100,000	
Jun	25,000	15,000		25,000	15,000		25,000	15,000		25,000	15,000			100,000	
Jul	25,000	15,000		25,000	15,000		25,000	15,000		25,000	15,000			100,000	
Aug	25,000	15,000		25,000	15,000		25,000	15,000		25,000	15,000			100,000	
Sep	25,000	15,000		25,000	15,000		25,000	15,000		25,000	15,000			100,000	

每小时更新生产进度

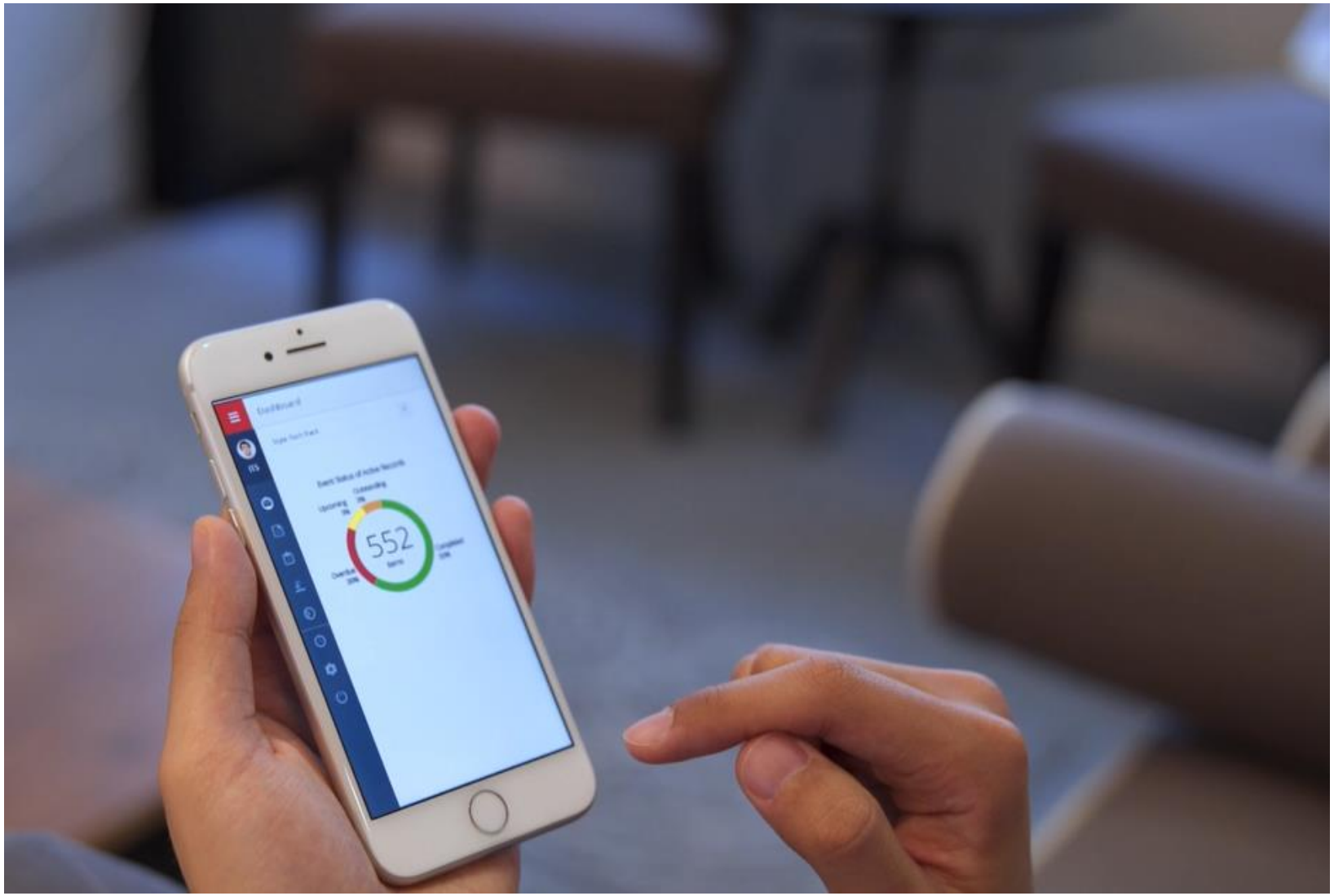

Event Status of Active Records
Outstanding 3%
Upcoming 3%
552
Items
Overdue 39%
Completed 55%


Event Status of Completed Records
Outstanding 3%
Upcoming 3%
117
Items
Overdue 39%
Completed 55%

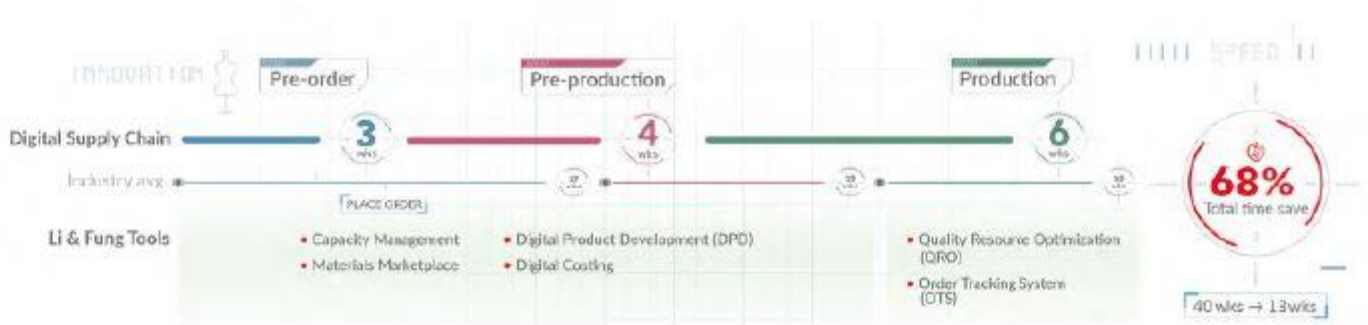

Style Tech Pack Tracking Status
Outstanding 3%
Upcoming 3%
209
Items
Overdue 39%
Completed 55%


My own evenets status summary
Outstanding 3%
Upcoming 3%
51
Items
Overdue 39%
Completed 55%

移动端监控



利丰的四个平台极大提升了效率

		传统模式	数码化
利丰数码平台	速度		
	边际利润	提升速度并减少生产成本	
	创新	崭新，别树一帜的产品及灵活快速的模式	

关于冯氏集团和利丰

冯氏集团

以香港为基地的跨国商贸集团

在全球建立超过
350个
办事处及仓库

40个经济体系

3家公司
在香港交易所上市

2017年逾
226亿美元
营业额

采购，物流，
分销和零售领头羊

数以百万计的消费品
通过我们的
数字供应链

113
年历史

1906
以广州为据点的中国贸易商

1949
以香港为基地的出口商

1979
迅速扩展成为区域性公司

1995
跃身成为跨国企业

2006
全球供应链集团

今天
致力于创造未来供应链的跨国企业

至今113年历史

冯氏集团业务板块

馮氏控股（1937）有限公司

私人全资拥有及集团主要股东

利丰有限公司
香港交易所上市 494

服务 | 产品

分两部分

- 供应链解决方案
- 物流解决方案
- 在岸批发业务

利弘投资
与弘毅投资的合资企业

- 利妍 (美妆)
- 利洋针织 (毛衣)
- Living Style Group (家具)

利标品牌有限公司
香港交易所上市 787

分销

四个垂直业务

- 童装
- 男士和女士服装
- 鞋类和配饰
- 品牌管理

冯氏零售集团有限公司
私营业务

零售

在香港交易所上市

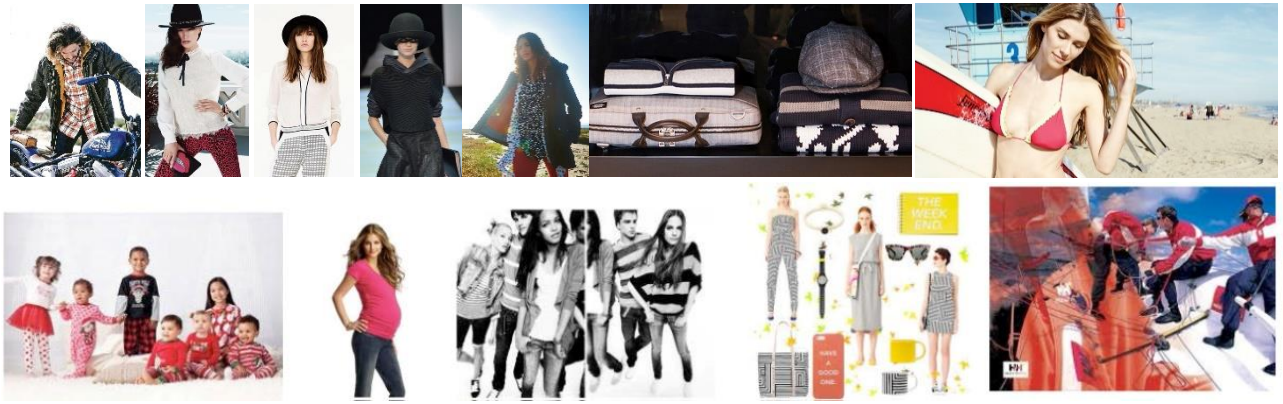
- 利亚零售有限公司 (港交所上市 831) OK便利店, 圣安娜饼屋, Zoff (仅限香港) , FingerShopping.com (香港，澳门和珠江三角)洲

私营业务

- 利亚零售有限公司 (港交所上市 831)
- 冯氏全渠道服务
- 玩具“反”斗城(亚洲) 业务
- 利时控股有限公司
- Suhyang
- DX Quality Outlet
- Kids Fashion

利丰 | 贸易业务

70% 服装



服饰



鞋履



饰物、箱包

30% 非服装



玩具、手工艺品、家具用品等



个人护理用品

利丰生态系统

我们将以接通两万亿美元零售市场的强大号召力，汇集在全球供应链上的参与者，
持续扩大利丰生态系统



谢谢

Fung
Retailing