



EXPANDING YOUR CONSUMER GOODS BUSINESS TO INCLUDE BUSINESS TO CONSUMER (B2C)

MAKE SURE YOU HAVE A STRONG ERP SOLUTION IN PLACE

DUE TO THE ONGOING INCREASE IN ECOMMERCE AND DIGITAL SHOPPING PLATFORMS, MANY CONSUMER GOODS BUSINESSES ARE LOOKING TO EXPAND THEIR B2B (BUSINESS-TO-BUSINESS) STRATEGY TO INCLUDE B2C (BUSINESS-TO-CONSUMER).

While an undertaking such as this one comes with many challenges, including determining warehouse locations, sales tax solutions, and credit card processing, when done carefully and strategically, the addition of a B2C business strategy can come with benefits such as an expanded market reach, increased revenue potential, improved brand visibility, and better consumer insights.

To be successful in this expansion, it's critical for organizations to have a strong ERP solution in place to support their systems, solutions, customers, processes, and so much more. ERP systems are designed to integrate and streamline a company's core business processes, and when expanding into B2C, they can provide significant benefits across various areas of the business.

BUSINESSES EXPANDING FROM B2B TO B2C CAN ACHIEVE UP TO 30% FASTER ORDER FULFILLMENT AND 40% IMPROVED INVENTORY ACCURACY WITH A MODERN, CLOUD-BASED ERP SYSTEM.

A strong ERP solution is your backbone for success in navigating increased transactions, managing omni-channel integration, and optimizing supply chains.

HERE ARE JUST A FEW WAYS A MODERN, CLOUD-BASED ERP SOLUTION CAN MAKE ADDING B2C EASIER AND MORE SUCCESSFUL:

1 MANAGING INCREASED TRANSACTION VOLUME

Naturally, when expanding into the B2C space, businesses will encounter a higher volume of transactions. The right ERP solution should be able to automate key processes, including order entry, invoicing, inventory tracking, and reporting – for both B2B and B2C.



2 UNIFYING CUSTOMER DATA & IMPROVING DATA VISIBILITY

One of the biggest challenges consumer goods businesses face when adding B2C is handling the increase in customer data generated from direct consumer sales. A modern ERP system can collect and display data from integrated systems (i.e. eCommerce platforms, warehouse management systems (WMS) and direct sales channels) in one centralized system.



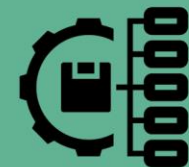
3 STREAMLINING INVENTORY MANAGEMENT & SUPPLY CHAIN

While B2B inventory management usually consists of large, bulk orders, B2C is comprised of frequent, smaller orders from individual customers. A strong ERP system can manage both types of orders efficiently, optimizing stock levels, managing multiple warehouses, and preventing stockouts or overstocking.



4 SIMPLIFYING OMNI-CHANNEL INTEGRATION & ORDER FULFILLMENT

If an organization sells through multiple channels (e.g., online, retail partners), an ERP can provide a unified view of all transactions and inventory, ensuring product availability and customer orders are accurately tracked across channels. In addition, it can automate order processing, from order entry to shipping, and should be able to integrate with third-party logistics (3PL) providers.



These benefits are just the beginning of what a modern and optimized ERP system can do for consumer goods businesses to ease the stress of expanding in B2C. It can also help with financial management and reporting, customer relationship management, pricing and promotion flexibility, and compliance and regulations. The list truly does go on and on, and the value of a modern technology solution is endless.