SUMMARY

There is an expanding supply of provisions on the Dutch foodmarket. The consumer desires a wider and deeper assortment in the store. As a consequence of this development, there is a growing need for room in the warehouses, which are the chain between the manufacturer and the store.

Nutricia Nederland b.v. in Zoetermeer produces a wide range of babyfood, "Olvarit". The present-day assortment consists of 80 different sorts. In the nearby future Nutricia likes this figure to grow, but they have to deal with the shortage of room in the warehouses.

The investigation is concentratéd on the search for new ways of distribution, which allows a bigger assortment to flow to the store.

It is possible to overcome this lack of room by ordering smaller units more frequently. However diverging the standard will raise the costs.

Nutricia could deliver directly to the store, in this way ignoring the warehouseproblem. This will be a very expensive way of delivering. Imagine the chaos it will be at the store's backdoor, if every manufacturer decided to deliver this way.

To lower the costs and to limit the visits, every truck should carry the load of different manufacturers. This is why there are warehouses. A computersimulation investigates if it is possible to arrange the order of the store already at Nutricia, so that it only has to be delivered trough the warehouse. The very complicated communication and increased delivertime of an order, makes this solution not the right one.

In the future we need a new type of distributioncentre to handle the growing flow of products: a public warehouse. This is a much bigger warehouse, which works for more organizations then just one.