



Hitachi Consulting is a recognized leader in developing and delivering practical business and IT solutions for Consumer Goods companies.

We find the right solutions for your needs and deliver measurable results quickly.

Let us inspire your next success.



Industry Overview: Consumer Goods

Practically every consumer trend and counter trend across the consumer industry today predicts less growth in spending in the coming year. With less cash and more debt, consumers grow increasingly more selective and thrifty.

Hitachi Consulting understands the dynamics at play in the Consumer Business marketplace. From marketing and customer segmentation to measuring promotion effectiveness and POS data management, we understand your business changes seasonally and sometimes more frequently. Despite these widespread changes, the fundamentals remain constant, namely growing revenue, increasing profits and managing cost.

Through and through, we understand the intricacies of a value chain that begins with knowing your customer and knowing how to cost-effectively deliver products to them.

Hitachi Consulting is helping many of the largest and well-known consumer companies merge and integrate businesses, and execute enterprise-wide operations improvements to lower costs and provide better visibility into their business.

Experience

Hitachi Consulting has worked extensively with Fortune 1000 consumer products manufacturers and retailers, including:

- Birkenstock Footprint Sandals
- MacroMedia
- Garmin International
- Mary Kay Corporation
- Toyota Motor Sales

Many of our consultants are former executives from consumer products companies. We understand the big picture, as well as the daily nuances of your operations—the details that make the critical difference in executing soundly and efficiently.

By combining deep industry and broad technology experience with a strong commitment to your success, we can help you achieve measurable results quickly.

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Supply Chain Solutions

One of the biggest opportunities for consumer business companies to reduce costs is in optimizing their supply chains. We help companies realize productivity gains in basic manufacturing operations, as well as expand the use of their knowledge and information beyond the product cycle to include sales and marketing functions in their overall planning and execution. This in turn helps improve warehouse, transportation and inventory management operations.

Our solution offerings include:

- Supply and demand planning
- Production planning and execution
- Sourcing and procurement
- Manufacturing sequencing, execution, process and inventory management
- Distribution and logistics management
- RFID planning and implementation

Customer, Channel, Product and Category Management Solutions

Customer demands are changing more quickly and dramatically than ever, pressuring manufacturers to expand their market intelligence. Changing consumer demographics and habits will continue to drive new product development impacting the whole product and category chain: from product design and price optimization to sales, marketing and customer care along with integration into supply planning.

Consumer companies must deliver compelling products and use the right techniques to drive the product from creation to a longer shelf life.

Our solution offerings include:

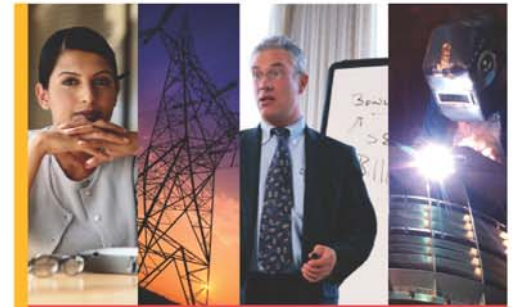
- Product development, planning and design
- Sales and marketing planning
- Channel optimization
- Sales force effectiveness and automation
- Customer relationship management
- Price optimization
- Trade promotion management
- Customer care
- Customer portal design and development

Technology Solutions

Advanced technology systems are giving business leaders greater insight into every aspect of their operations. The sense of urgency has never been greater to integrate goals with sound, process-driven IT, both internally and with external partners.

Our solution offerings include:

- Business intelligence
- UCCNet, GTIN integration
- Technology assessment and management
- Back office systems and processes
- Outsourcing



About Hitachi Consulting

As Hitachi, Ltd.'s (NYSE: HIT) global consulting company, Hitachi Consulting is a recognized leader in delivering proven business and IT solutions to Global 2000 companies across many industries. We leverage decades of business process, vertical industry, and leading-edge technology experience to understand each company's unique business needs. From business strategy development through application deployment, our consultants are committed to helping clients quickly realize measurable business value and achieve sustainable ROI.

Hitachi Consulting's client base includes nearly 30 percent of the Fortune 100 as well as many leading mid-market companies. We offer a client-focused, collaborative approach and transfer knowledge to our clients throughout each engagement. For more information, call 877-664-0010 or visit www.hitachiconsulting.com

Hitachi Consulting - Inspiring your next success®.

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