

# Lisa Anderson's Profit Through People® Newsletter



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## Welcome from Lisa

### Lisa's Note

I am really scraping the barrel trying to come up with something interesting going on as grocery store runs, concerns about fires, and COVID-19 doesn't make for positive and intriguing material. Thus, I am HOPING to get back to dining outside very soon since it is allowed in my county. In fact, my Friday night movie foursome might go to Chili's this weekend. Fingers crossed that I get out of the house!

I remain rather busy on the business front with 8 to 10 hours of Zoom calls each day! I have recently wrapped up several projects: 1) a first phase SIOP assessment project where we found an exciting breakthrough path-forward; 2) an ERP, WMS (warehouse management system), BI (business intelligence), and B2B/B2C selection project; 3) a supply chain upgrade with SIOP project and more. I'm looking forward to deep diving into a forecasting/ supply chain and warehouse analysis as well as a SIOP pilot project while continuing to be active with the media and plan a few virtual fall conferences. It's good I live by Newton's law of "objects in motion stay in motion"! I'd be remiss if I didn't also remind you to get your free download of my eBook [Future-Proofing Manufacturing & Supply Chain Post COVID-19](#). Now is the time to ensure you are focused on the key priorities to successfully emerge and thrive post COVID-19!



### IN THE NEWS

I've had an exciting month in terms of media interviews with [Supply Chain Brain](#) and [Shark Bite Biz](#). Check them out and send your feedback. I'd love to know what topics are top of mind.

And my latest speeches, articles & quotes:

- Published a featured story in [Brushware](#) on "Reshoring: Is It All Hype or Action?"
- Spoke at [WISTA](#) (Women's International Shipping & Trading Association) on "The Supply Chain & COVID-19"
- Interviewed for a story on why grocery food prices are increasing for [10 Tampa Bay](#)
- Featured in the [San Fernando Business Journal](#) in a story on how manufacturers are responding to the pandemic.
- Published a press release on [stabilizing supply chains](#) and was quoted in a [SAC press release](#) on diversification
- Noted the importance of [workforce talent and suppliers](#) in a press release which was picked up by [Business Insights](#).
- Picked up in the [ProVisors Accelerator](#) newsletter on how to triumph and grow in these uncertain times.
- As highlighted above, I'm thrilled to have been featured in a video interview on [Supply Chain Brain](#) and [Shark Bite Biz](#)

Looking forward to the fall, cooler temperatures and the holiday season.

Enjoy,  
Lisa

[Email](#)  
[LMA Consulting Group, Inc.](#)

P.S. Know anyone who is interested in achieving scalable, profitable growth? Refer them to [us](#).

Eagle Eye

## Reshoring: Is It All Hype or Action?

According to a Thomas survey about COVID-19's impact on U.S. manufacturing and industrial production, 64% of manufacturers are likely to bring production back to North America. It has gone beyond talk to action. Clients and colleagues are seeing an increase in inquiries related to reshoring and expanding manufacturing capabilities.

Even before COVID-19, executives were interested in reshoring. The total cost has come into alignment (and is often preferred) in North America for non-commodity products. Tariffs exaggerated the situation, and executives started considering the investment of capital to repurpose, expand and build manufacturing capabilities. When inventory carrying costs, transportation costs, intellectual property costs, management and overhead costs, logistics costs and many others are considered, the equation often flips on its head. Excess inventory also ties up cash unnecessarily.

Although costs are relevant to remain competitive in the global economy, it is even more compelling when executives look at the customer side of the equation. In today's Amazon-impacted, fast-paced environment, customers expect immediate delivery of customized products and services with the ability to change orders based on the latest customer and consumer requirements at the last minute. The last mile has become the last minute. In fact, customers not only expect to change orders while products are out for delivery, but they also expect easy returns and replacement products as a typical standard of service.

Continue reading..... on [Brushware](#) or [LMA](#) and watch our [video](#) on reshoring (also below).

Read more about product supply strategy and related concepts in our eBook, [Future-Proofing Manufacturing & Supply Chain Post COVID-19](#). If you'd like a rapid assessment and recommendations for your situation, please [contact us](#).

[Did you like this article? Continue reading on this topic: Future-Proofing Your Supply Chain](#)





## **B2B**

According to [99 Firms](#), B2B e-commerce will hit \$1.8 trillion by 2023. They also stated that over 80% of B2B buyers visit a website before making a purchasing decision. Wow! It puts a new perspective on B2B portals and the associated customer experience and their criticality to growth plans. One final compelling statistic is that mobile is expected to be used for 70% of the queries in 2020. By all means, you should consider your B2B customer experience and the technology and marketing initiatives to support your growth plans.



## **B2C**

According to eMarketer, B2C e-commerce will surge by 18% in 2020 whereas brick and mortar will decline 14%. The net gain is that e-commerce will increase to almost 15% of total retail sales (20% if excluding gas and auto sales). Of course, household essentials lead the way with the impacts of coronavirus. Ozerlo projects e-commerce at 16.1% in 2020. No matter which statistic becomes a reality, the bottom line is e-commerce is surging! According to [99 Firms](#), global retail e-commerce will hit \$4.13 trillion in 2020 with over 2 billion digital buyers. Not pocketchange! An eye-opening statistic is that by 2040, 95% of all purchases is expected to be via e-commerce. Undoubtedly, you should jump on setting your e-commerce strategy.

## **Technology**

There are many e-commerce system options available. Executives are realizing the importance of their B2B and B2C e-commerce strategy. Our most proactive clients have been pursuing e-commerce technology for quite some time. In some situations, it helps to start with a strong foundational base, your ERP system whereas in other situations, clients cannot wait for ERP and decide to hook into ERP down-the-line. Of course, all the ERP software suppliers have jumped on the B2B/ B2C bandwagon (at least in terms of preferred software partners), thus adding a layer of complexity to ERP selection. With the powerful statistics outlined, it isn't an area you can afford to miss. There are several mainstay names such as Magento and Shopify as well as some simpler options and intriguing newer names to the scene. Of course, similar to ERP selection, what is best "depends" on several key factors.

According to 99 Firms, credit cards are the most preferred form of payment for online with shoppers around the globe. Thus, credit card software and payment processors are also of relevance in ERP selection projects. The second most preferred form of payment is electronic payment, led by PayPal. Do you know what makes the most sense for your situation?

At a minimum, start thinking through your B2B and B2C roadmap. Start with your growth plans, understand your customer preferences and build a roadmap to support a successful path forward. If you are interested in a B2B/ B2C assessment and/or B2B/ B2C software selection, [contact us](#).

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[The Rise of E-Commerce & WMS Popularity During the Pandemic](#)

### Have You Checked in with Your Customers?

Although we are starting to see a few more trips and meetings, most clients are staying put. How are you checking in on your customers? Hopefully we haven't forgotten how to use the phone. Although Zoom meetings can be quite effective, with Zoom fatigue ramping up, checking in using the phone can be a great option. When did you last pick up the phone to see how you can help a customer?



### Have You Checked in with Suppliers?

Similar in importance to checking on customers, you should be checking in on suppliers frequently. Do you know how things are going with your products on a consistent basis? Do they know you are interested and on top of the situation? How about simply offering to help?

### Have You Checked in with Your Employees & Colleagues?

You might be quite overwhelmed trying to get in touch with customers and suppliers, leaving no time to talk with colleagues. Make the time. Your colleagues need attention. The pandemic is wearing on people. Find out how you can help. For example, several clients have mentioned the multitude of distractions at home if they have young children. Is there anything you can do to accommodate a different schedule or working environment to better support your employees morale and effectiveness?

### Have You Checked in with Your Trusted Advisors?

No one has all the answers. Don't try to carry the full burden. Pick up the phone to get in front of your situation.

**The Bottom Line:** Staying in touch should always be a priority. It should be a critical priority during times of turbulence and change.

[Did you like this article? Continue reading on this topic:  
Your People During the Coronavirus Pandemic](#)



## Connections

- My nephew is a full stack developer who has completed an intensive bootcamp and several projects in SQL server and .NET and well as Javascript node. He is now looking for an entry level job in coding. Contact [Ryan Felter](#) with introductions and opportunities.
- A trusted advisor colleague referred me to a colleague looking for a Supply Chain Management position. If you have introductions, please contact [Bryan Wells](#).
- A consulting colleague referred me to a colleague looking for a supply chain management position with consulting and consumer products experience. If you have introductions, please contact [Greg Bicksler](#).
- Do you know a top notch IP, labor law or bankruptcy attorney in the Inland Empire or surrounding area interested in growing his/her business and meeting top-notch trusted advisor colleagues? My [ProVisors](#) group has an opening for these professions, and we have lots of referrals for these professions on a regular basis. Please introduce [me](#).

**NOTE:** To submit an item for this section, please send me an email with a short description of your needs and an email address. Please note that NOT all requests will be published as it must fit the guidelines and align with the Profit through People brand.

## What is *Profit through People*?

I've used the Profit through People brand since my newsletter's inception in 2006 as it resonated with me. Although I consult on topics within each of my service lines--Eagle Eye Strategic Focus, The Strongest Link in Your Supply Chain, the Systems Pragmatist & Profit through People--I find that people are key to success in every situation. If you are interested in elevating your business performance, please [contact us](#).



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