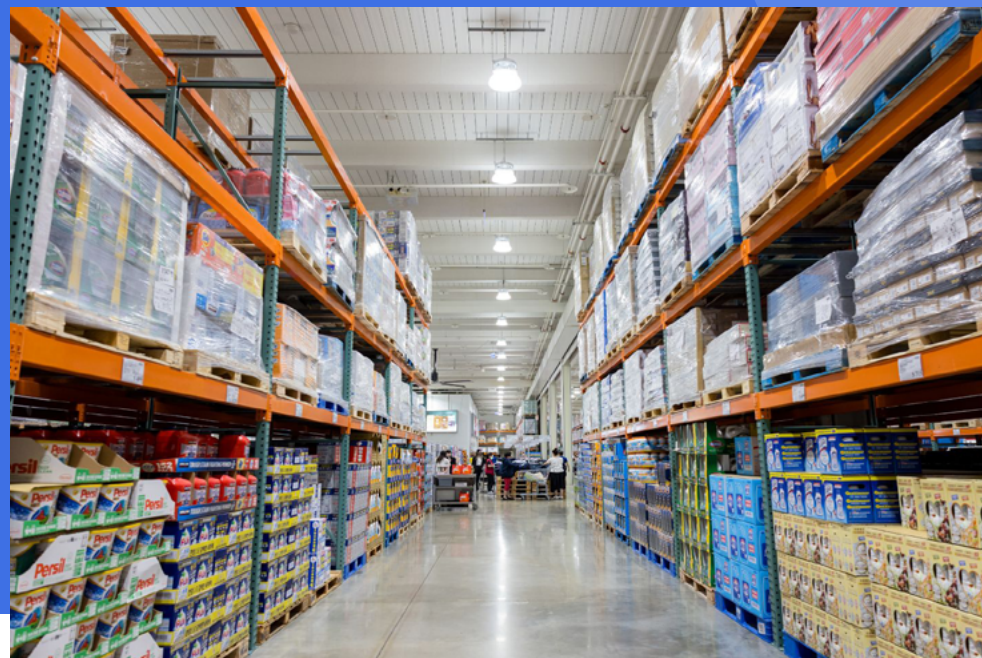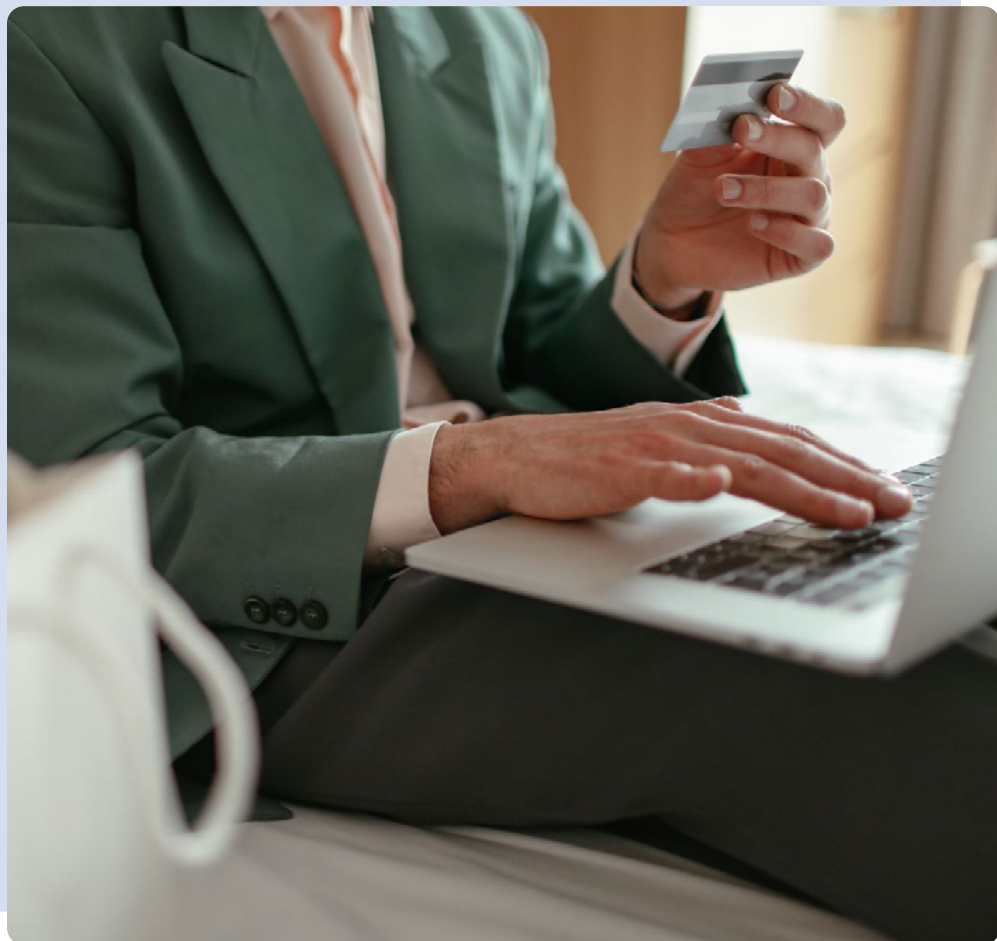# cloudfy.

B2B Challenges in the FMCG Industry

B2B Challenges in the FMCG Industry

The fast moving consumer goods (FMCG) industry has to cope with global uncertainty and instability. Consumers have become more price sensitive and that's affecting the whole value chain. Despite the challenges, the sector is still achieving both revenue and profit growth and is expected to grow annually by around 5% to 2031.

Business to business (B2B) ecommerce is playing an increasingly important role across the sector, helping buyers source products quickly and efficiently. It's also providing new ways to manage supplier relationships and sales.

Improved inventory visibility online allows your customers to track stock levels, optimize warehouse operations, and cost-effectively manage replenishment. Integration of ecommerce solutions into the FMCG supply chain enables enhanced visibility, efficiency, and collaboration amongst stakeholders.

The Cloudfy B2B ecommerce platform is purpose designed for high volume complex ordering in the FMCG industry. When margins are so tight, it improves efficiency and saves valuable time, helping you stay ahead of competitors.

Your customers can place orders quickly and easily thanks to fast page load times. It offers intuitive site navigation and search features and a frictionless checkout.

Cloudfy is responsive for mobile devices and you also benefit from a customer ordering app and a field sales representative app for sales on the go.

Integration with your back office systems allows you to share near real-time inventory information to help you increase sales. You can also automate sales workflows, helping to eliminate errors and increase customer satisfaction.

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B2B challenges in the FMCG industry

| Inter-dependence | Sales automation | Consumer insights | Sustainability |
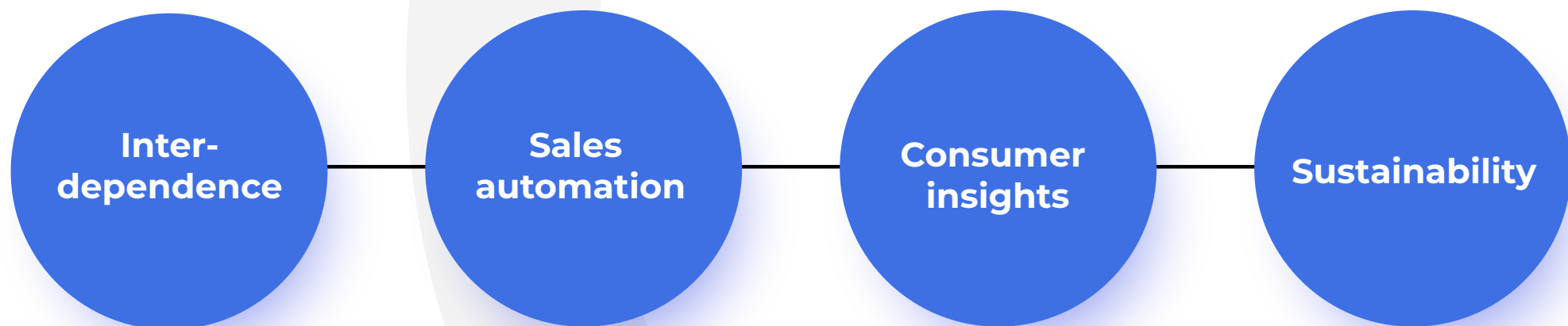
In uncertain times, consumer spending is becoming more considered with health and wellbeing playing a greater role in buying decisions. This means every part of the FMCG value chain must work together seamlessly.

Interdependence:

Successful FMCG retailers must offer the right items and present them in the right way to optimize sales. They must make sure they can take full advantage of consumer impulse purchases and upselling and cross selling opportunities. For this they need reliable supplies to maintain their stock levels and finely tuned pricing agreements. Accurate product information, adequate stock levels, timely replenishment, and effective promotions are vital. They rely on the efficiency and effectiveness of manufacturers, distributors and wholesalers.

Sales automation:

Traditionally the FMCG industry has relied on manual sales processes and personal relationships. However, the increased use of ecommerce in every aspect of our lives is changing this approach. As people work remotely and travel less, sales automation through digitization is becoming a competitive priority. It's Ωßessential to achieve the required levels of productivity and efficiency. You could automate up to 30% of all sales tasks, releasing valuable resources and reducing your cost of sales.

Consumer insights:

The FMCG industry must meet the needs of the broadest possible market. From pensioners to infants, understanding consumer needs is vital. Challenges range from simplifying products to demonstrating sustainable practices. Sales strategies must evolve to make products accessible and relevant. Collecting useful data to create meaningful market insights requires significant new tools.

Sustainability:

The FMCG sector faces significant challenges to meet consumers' expectations concerning sustainable practices. Increasingly people want to buy from brands that reflect their personal values. Concerns include fair pricing for producers, food miles, and the quality of ingredients, for example. FMCG businesses can influence over a third of global greenhouse gas emissions through careful development and curation across the value chain. Reducing plastic packaging, minimizing waste, and sustainable sourcing are amongst the options to consider.

How B2B ecommerce improves competitiveness in the FMCG industry

Taking full advantage of the latest technology is key to maintaining competitiveness in the face of these challenges. B2B ecommerce offers a number of significant opportunities to improve competitiveness and performance and increase sales.

OPPORTUNITY 1

REPLATFORMING

As stores closed around the world during the pandemic many consumers turned to online shopping for their day to day purchases. Many haven't returned to their previous in-store shopping routines. To meet online demand FMCG businesses rapidly turned to their own B2B ecommerce and direct to consumer (D2C) sales solutions. Since then, consumers and technology have moved on.

SOLUTION 1

Many businesses now find maintaining and updating these rapidly deployed systems are major overheads. However, without support many online sales platforms slow down and offer limited functionality. Failing to meet customers' needs represents a major risk that requires a fast and effective solution. Replatforming to a purpose designed B2B ecommerce solution with D2C functionality will help you stay competitive and increase sales. You'll improve your teams' workflows and your customers' experiences. You will benefit from powerful new ecommerce features, improved performance and reduced maintenance requirements.
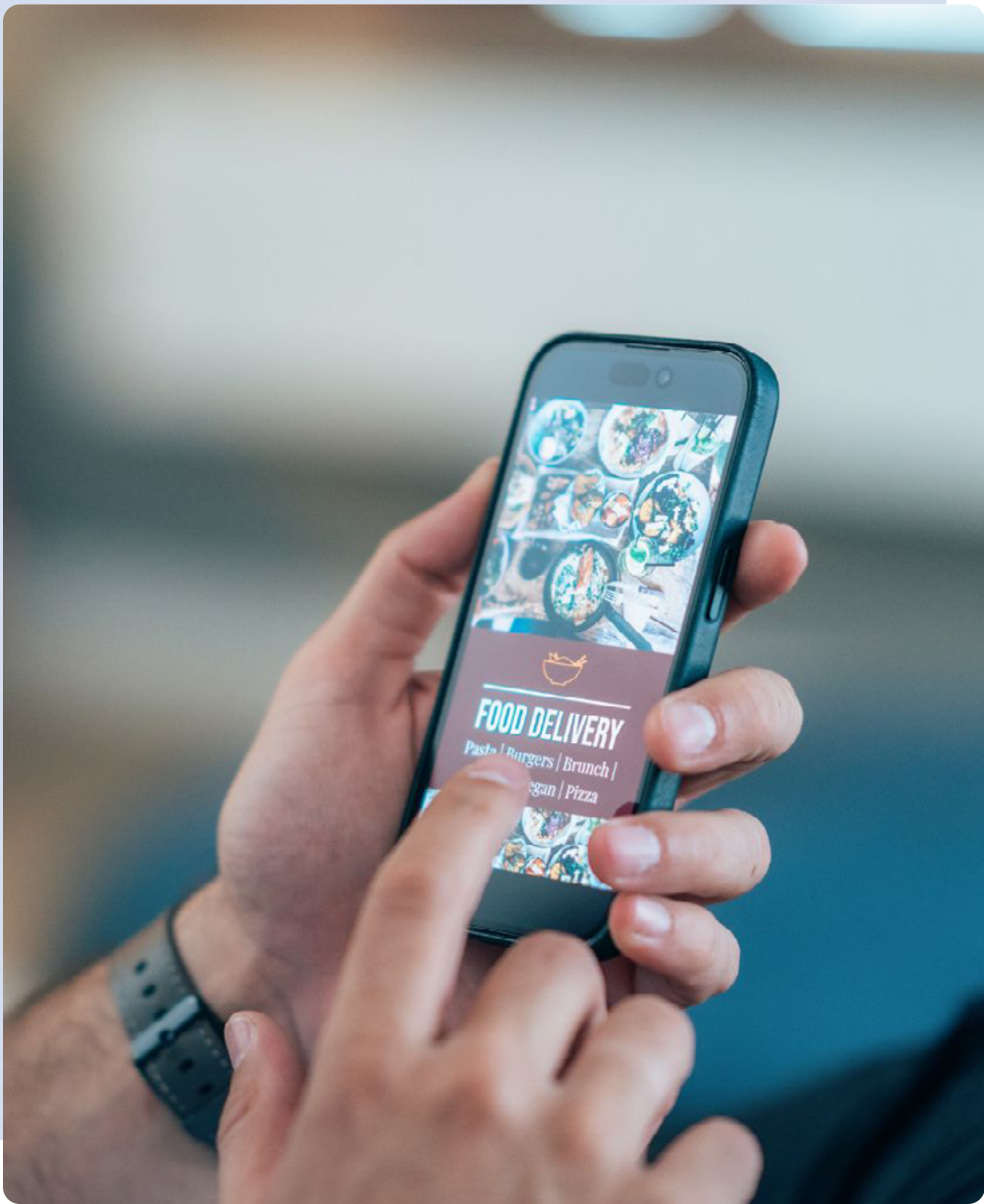
OPPORTUNITY 2

ERP INTEGRATION

Enterprise resource planning (ERP) systems are powerful business tools that help you understand all your operations. Seamless integration with your back office systems improves processes and gives you end to end visibility of operations. Combining B2B ecommerce software with your ERP system provides a complete view of your business.

SOLUTION 2

Pre-built B2B ecommerce-ERP integrations provide a cost effective way to automate key business processes. Your registered customers can see inventory, pricing and delivery information in near real time and manage their accounts. There's no need for lengthy data synchronization processes. You'll almost eliminate manual data entry, so you can minimize errors and delays too.

OPPORTUNITY 3

AUTOMATION

Improving the speed and reducing the cost of sales processes delivers savings and increases customer satisfaction. You can improve sales scheduling and planning with the help of in-depth market intelligence tools. You can take full advantage of the internet of things (IoT) and artificial intelligence (AI) technology. You'll be in a far better position to prioritize customer experiences and build brand loyalty.

SOLUTION 3

B2B ecommerce-ERP integration helps your business save time and money. It digitally transforms order processing and payments and speeds up your order-to-cash (O2C) cycle. For complex orders with hundreds of possible variations and configurations a powerful configure, price quote (CPQ) tool online simplifies ordering. With behavior-guided automation you can assist your customers to specify their requirements. Guardrails make sure customers can only select options you can deliver and highly accurate prices are presented in real-time.

OPPORTUNITY 4

ANALYTICS

Analyzing data in near real time helps you identify sales trends and changing customer preferences. You can make data-based decisions based on your latest sales. Machine learning (ML) tools allow you to predict what's coming next and prepare in advance. You'll streamline your sales processes and improve performance.

SOLUTION 4

Reliable data analytics improves marketing, promotions and search engine performance. You can immediately see which user journeys deliver the best conversion rates and where customers leave your website. Your business can connect and share reliable information with suppliers and buyers. Replacing theoretical models with accurate and well-structured data sources minimizes manual processes.

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OPPORTUNITY 5

TRACKING AND TRACEABILITY

You can make your inventory, logistics, and shipment processes more streamlined and efficient. With an effective B2B ecommerce platform you can track and manage your inventory. You can automate your logistics and shipment processes and improve overall supply chain management.

SOLUTION 5

Online inventory indicators reduce out-of-stock ordering. You can tailor what your customers see before and after they log in. To optimize your stock, you can set thresholds of customer orders and plan your replenishment accurately. Serialized inventory and order management tools make it easy to assign unique license numbers to wholesale orders.

OPPORTUNITY 6

PERSONALIZATION

Tailoring customer experiences to meet their needs improves conversion rates. You can use AI and ML to provide real-time personalized content, such as product recommendations and customer-specific pricing.

SOLUTION 6

Navigating your full range of FMCG products could prove too time consuming for busy buyers. They want a smooth and fast buying experience and if you don't provide it they will go elsewhere. By providing bespoke user experiences you show you understand their needs and can make their jobs easier. From custom category menus and restricted product management to unique homepages and dashboards you'll meet the needs of different audiences.

OPPORTUNITY 7

E-PROCUREMENT

By automating key procurement processes you can significantly reduce administration and use resources more effectively to optimize your operations. In a sector where speed, quality, and compliance are essential you need reliable procurement tools.

SOLUTION 7

With PunchOut your customers can make purchases directly from their own procurement system. Buyers can browse your product range and place orders directly in any electronic format to suit their internal processes. For larger customers electronic data interchange (EDI) ordering is often a popular choice. You can share EDI data securely over the internet using encryption and digital certificates. For easy reordering your customers can save favorites lists and templates or upload and email Excel orders.

Case Study: OTL

OTL is a global FMCG supplier with over 2,000 product lines for wholesalers and retailers in 12 different countries. They have offices in the UK, China, Mexico and Poland. They work with many leading FMCG retail brands.

The company chose Cloudfy to build a new ecommerce store where their international customers could place orders easily at any time. The website is also integrated with their Microsoft Dynamics GP ERP system to streamline sales management.

Read more

A B2B ECOMMERCE PLATFORM FOR FMCG COMPANIES WITH CLOUDFY

Materials shortages, increased costs and supply chain pressures can all disrupt your FMCG business. The latest technology helps you respond quickly and effectively to changing market conditions.

Cloudfy simplifies your buyers' purchasing journeys with easy navigation, real-time inventory visibility and tailored pricing. Efficiency and customer satisfaction improve thanks to automatic workflows and reduced order errors. You can enhance customer experiences, increase loyalty and minimize costs to stay competitive.

Find out why Cloudfy is the best B2B ecommerce platform for businesses in the FMCG sector.

Book a free demonstration today

FAQs

Will B2B ecommerce replatforming increase sales for my FMCG business?

If your current B2B ecommerce platform is slowing down and becoming difficult to maintain it's time to consider replatforming. Your B2B buyers need high quality content quickly and fast and efficient ordering. If your products aren't easy to find and buy online you're missing valuable sales opportunities.

Does B2B ecommerce help FMCG businesses build customer loyalty?

Search engine optimization showcases your products and easy on-site navigation and predictive search tools help buyers find what they want. A frictionless checkout with multiple delivery options and flexible payments will improve conversion rates. When you provide personalized experiences with tailored product views and contract pricing you improve your buyers' online experiences. Loyalty points, discounts and promotions all improve customer retention.

Is personalization important for B2B ecommerce in the FMCG sector?

Yes, when your customers login they can see products they want to buy with prices and promotions relevant to them. You can tailor their journeys to suit their needs based on their search behavior and buying histories. You can also include preferred languages, currencies, payment and shipping options. It all improves customer satisfaction and builds long-term loyalty.

Does B2B ecommerce streamline FMCG procurement?

Easy reordering tools and favorites lists make day to day reordering much simpler. Multi-level authorizations help your customers complete their orders efficiently. Easy procurement and purchasing controls create efficient processes. PunchOut integration allows you to share customized catalogs inside your customers' own procurement systems. Electronic data interchange (EDI) provides fast and secure procurement processes for larger customers. .

Can I sell directly to FMCG consumers from my B2B ecommerce site?

Yes, you can create a guest checkout facility for non-registered users to view and buy some or all of your products. Your registered trade customers can log in for their own contracted prices, product choices and preferred payment methods. You can offer multiple payment options for fast and easy checkouts.

WORK WITH A **TRUSTED PARTNER**

To answer all these questions and the many others you will certainly have about the best B2B ecommerce software for your manufacturing, distribution, or service business the expert team at Cloudfy will be happy to help.

Cloudfy has been designed from the beginning to meet the needs of B2B ecommerce and you can launch a new site in weeks rather than months or even years. You can fully integrate orders, pricing, product and stock data with a range of ERP, warehouse and accounting systems.

Upgrade your B2B Ecommerce Stack with ease

REQUEST A DEMO   **I HAVE QUESTIONS FIRST**

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