

BUSINESS CASE : Fromageries Bel



OBJECTIVES :

- Equip buyers with a range of services to add value in their supplier relationship
- Via a dedicated internet portal, share transparently accounting items managed in SAP with suppliers
- Provide suppliers with competitive funds via a dynamic discount system which is completely free to use
- Give suppliers complete freedom to access accounts and early settlement information
- Improve the Group's working capital by optimizing internal processes and by organizing settlement campaigns on specific dates, etc.

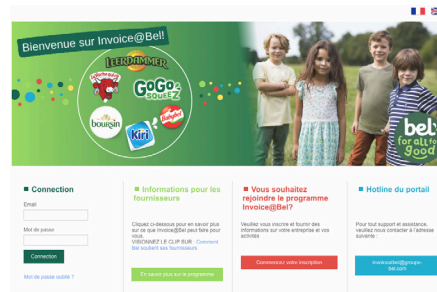


The BEL SA group is known for its iconic brands :



IMPLEMENTATION :

- Build the supplier program by involving the Accounting teams, Suppliers, Purchasing, Treasury and IT
- Development of a supplier offer
- Creation of internal and external marketing materials
- Presentation to the purchasing teams to relay the message to suppliers
- Payment terms update and creation of a simplified regulations matrix
- Marketing campaign, telephone follow-up and dedicated supplier supports.



In 2016, Bel and Corporate LinX collaborated on the implementation of a supplier program : invoice@bel.



RECENT INNOVATIONS :

- Extension of the program to European countries where BEL factories are located and the number of suppliers who can benefit from the service
- To limit the effects of COVID, BEL has proposed to its suppliers an early payment system with no charge: 0% campaign.



<https://www.youtube.com/watch?v=UX8allpGsY&feature=youtu.be>