

## ***Developing a Multi-Channel Retailing Supply Chain Model***



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### **Abstract:**

Retailing in the 21st century has moved beyond simple brick-and-mortar fulfillment processes to keep the shelves stocked. Leveraging a multi-channel retail model delivers shopping options to your consumers and creates a seamless experience in person, over the phone, and online. A multi-channel retailer's supply chain must support that approach. Cabela's, the World's Foremost Outfitter, will discuss its multi-channel supply chain model and the keys to success in:

- Customer service, cross-channel visibility, and analytics
- Multi-channel distribution, fulfillment and supply chain management