

5 Steps Santa is Taking for a Stress-Free Holiday Supply Chain

Will his supply chain be naughty or nice?



SUPPLY CHAIN CHALLENGES LOOK DIFFERENT THIS HOLIDAY SEASON

Last year, it was all about shortages. This year, other fluctuations are taking center stage. As a successful supply chain leader, here are 5 things Santa is focusing on this year that he hopes will inspire others to learn and take action.

1

Balancing inventory

90% of retailers have too much inventory, while 88% are already out of stock of holiday items. To avoid shortages or excesses, Santa has been putting policies and practices in place that will help him right-size his inventory.

Source: Coupa



2

Getting ahead of logistics

Even flying reindeer need sick days. With ocean freight and air cargo rates dropping, he's creating multiple transport options to deliver his gifts on time.



3

Preparing for extreme weather and climate impacts

With rising sea levels and more frequent and extreme storms, you can bet your chocolate buttons he's running scenarios and making data-based decisions. This is how he builds optionality into his supply chain in case disruption occurs.



4

Not sleeping on his supply chain design

Even Santa's supply chain is not a one-and-done design exercise. He's reviewing and updating his supply chain design on the reg to make sure everything sleighs so he can bounce back faster after a disruption.

5

Empowering his team

Santa has created a more democratized organization by adopting technology that shares data and decision-making power with his elves. Now they are more agile than ever and ready for the next chimney blockage, blizzard, or candy cane shortage.



Is a resilient holiday supply chain on your wish list?

[Get on the "nice" list](#)