

# Introduction to Better Buying™

Tackling CSR Issues While Gaining Competitive Advantages  
amfori, June 18, 2019



# Challenging Buyer Purchasing Practices

- *“50% fluctuation in forecast is common.”*
- *“Some buyers do really well and hit 100% of their critical milestones, but others hit only 50% and that is a big problem and has a big impact on production time.”*
- *“Not one penny more, our buyers tell us; our costs go up and our margins go down.”*
- *“Just pay us when you said you would pay us.”*
- *“As a manufacturer, we are increasingly being asked to finance our buyers who are some of the largest brands and retailers in the world.”*
- *“We have many social and environmental requirements, but we get no incentives when we improve our performance.”*



# Purchasing Practices Create Barriers to a Sustainable Apparel Industry



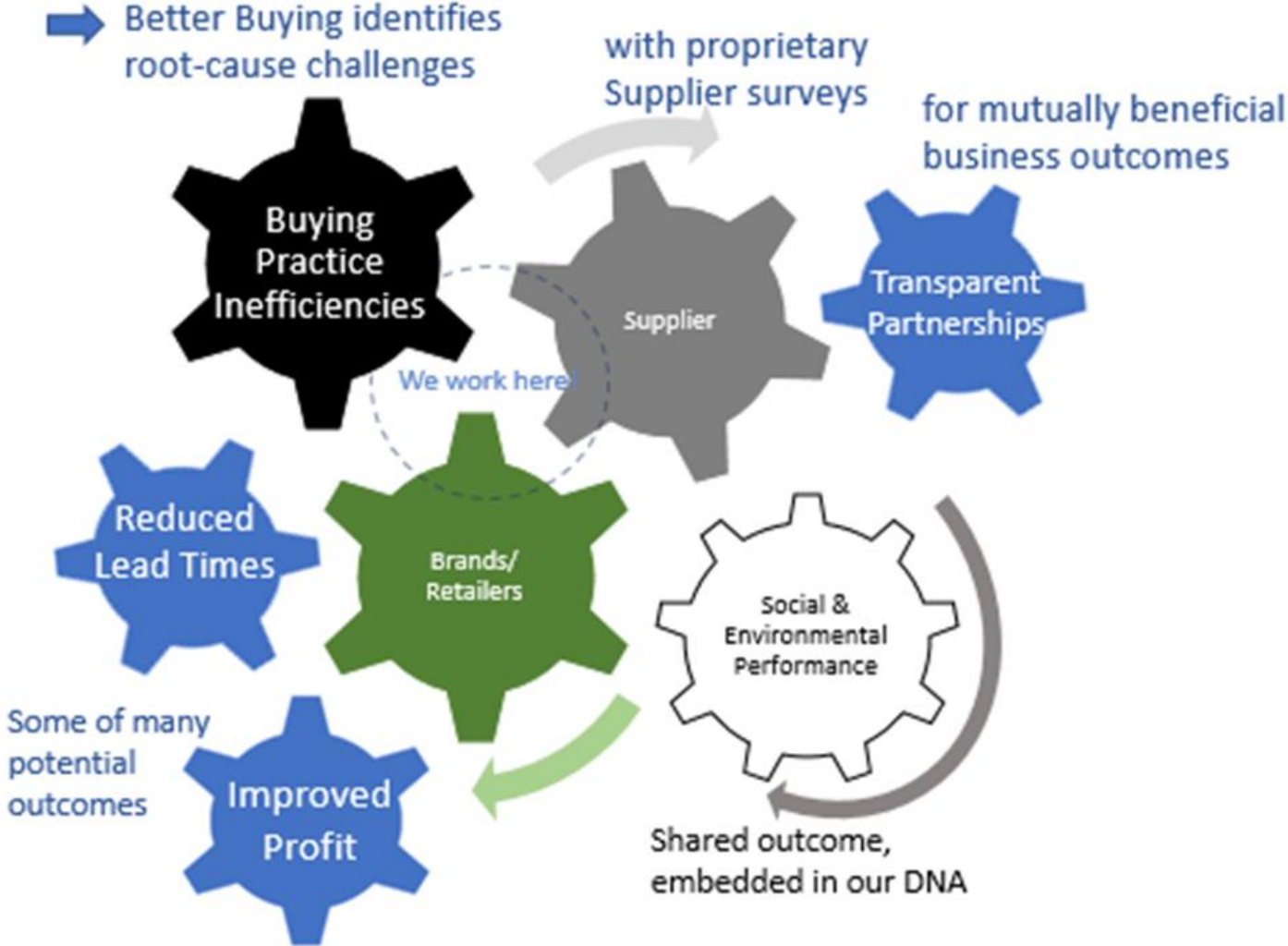


## Mission and Vision

Better Buying™ is a global initiative that provides Retailers, Brands, and Suppliers a cloud-based platform to obtain data-driven insights into purchasing-related activities.

Better Buying's transparency promotes sustainable partnerships and mutually beneficial financial results and additional outcomes.

# Better Buying™





## Topics Covered in the Better Buying™ Purchasing Practices Index and Overall Better Buying™ Scores and Scores on Seven Categories of Purchasing Practices from Last Two Ratings Cycles (0 to 5 stars)

Better Buying™ Score	Spring'18 report: Average All Approved Ratings (n=218)	Fall'18 report: Average All Approved Ratings (n=363)	Spring'19 report: Average All Approved Ratings (n=656)
Overall	★ ★ ★ (2.5)	★ ★ (2)	★ ★ (2)
Planning and Forecasting	★ ★ (1.5)	★ ★ (1.5)	★ (1)
Design and Development	★ ★ ★ (2.5)	★ ★ ★ (2.5)	★ ★ ★ (2.5)
Cost and Cost Negotiation	★ ★ ★ ★ (3.5)	★ ★ ★ (2.5)	★ ★ ★ (2.5)
Sourcing and Order Placement	★ (0)	★ (0.5)	★ (0.5)
Payment and Terms	★ ★ ★ ★ ★ (4.5)	★ ★ (2)	★ ★ (2)
Management of the Purchasing Process	★ ★ ★ ★ (3.5)	★ ★ ★ ★ ★ (4.5)	★ ★ ★ ★ ★ (4.5)
Win-Win Sustainable Partnership	★ ★ ★ ★ (3.5)	★ ★ ★ (2.5)	★ ★ ★ (2.5)

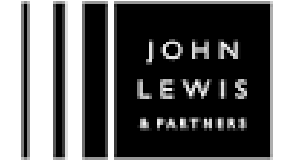
# Sample of Retailers and Brands Currently Working With Us



Gap Inc.



White  
StUFF



G-STAR RAW

THE  
WHITE  
COMPANY  
LONDON



otto  
group

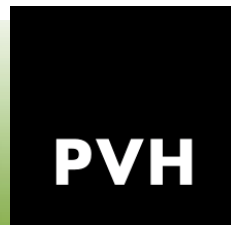


UNDER ARMOUR

Bonmarché



BESTSELLER





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