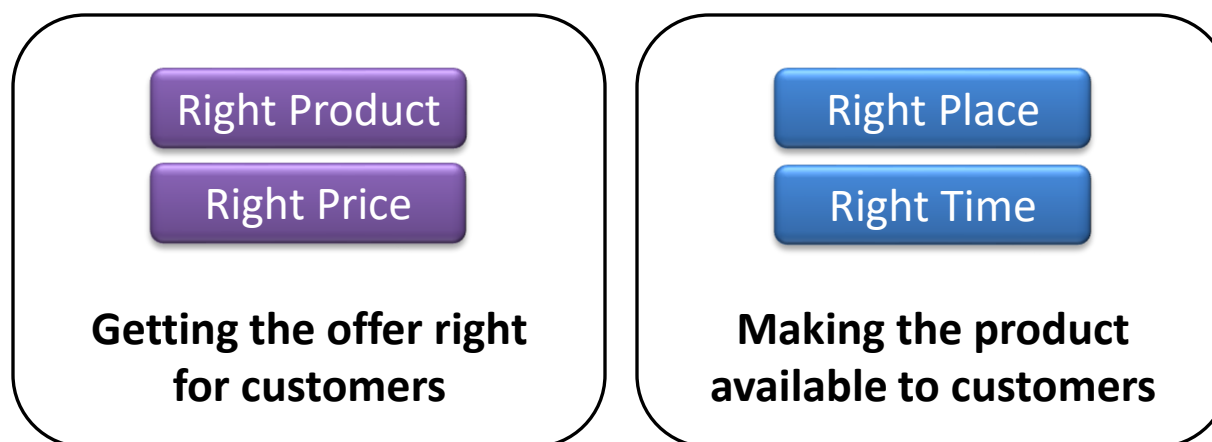


Availability is about ensuring a company provides the products it's customers want, where they want it (**right place**) and when they want it (**right time**).

This can be summarised as:



Availability is often the focus of the Supply teams, with the Buying teams being responsible for getting the offer right. In reality many departments are involved not just Supply and Buying.

NO PRODUCT = NO SALE

If a customer experiences an out of stock situation hopefully they will make a substitute purchase. Although if the out of stock persists it is likely they will not make a substitute purchase and more likely they will look for an alternative product or Retailer.

Whilst we are referring to the availability of a product, we can apply many of the learnings to the delivery of service.