

The purpose of this master thesis was to research VMI project evaluation and develop a savings calculator for the companies considering VMI implementation. To reach the purpose of this master thesis the author used as a research method quantitative methodology. More specifically, an online survey for the retailers and suppliers belonging to ECR organizations in 11 countries was used to gather information. In addition, the author used text analysis and analysed academic researches, textbooks, monographs etc. in advance. The research objects were FMCG retail and vendor companies in different European countries. In total 33 responses were gathered with the survey. Based on literature analysis and results of the conducted survey, the potential savings and costs of VMI were defined. Based on the average savings and implementation costs of the respondents' companies, a VMI savings calculator was developed that could be used as an initial tool to evaluate VMI business case.