

Case study

METRO Pakistan Pvt Ltd, a subsidiary of METRO AG (leading Cash & Carry German chain), uses **the foundation level of the Consumer Products Standard** to help SME suppliers to produce consistently safe, high-quality products for METRO that are compliant with globally recognised standards and can be supplied to METRO stores worldwide.

The METRO logo is displayed in a dark blue rectangular box. The word "METRO" is written in a bold, yellow, sans-serif font.

SME development in Pakistan with BRCGS

To date, two of METRO's suppliers have achieved BRCGS certification. Both are small scale manufacturers, with a workforce of between 10 and 30.

They supply METRO with private label home hygiene goods including liquid soap, disinfectants, floor cleaners, dishwashing cleaners, glass and window cleaner, and bleach.

It took about 18 months for the suppliers to complete the certification process.

The Challenges

Ensuring the highest standards of product safety has never been more important, but historically there has been low demand for certification in Pakistan. It is often seen as an unnecessary cost. Supporting companies who lack the technical knowledge and resources to implement the requirements of a certification programme is also

a challenge. Educating brands and manufacturers about the benefits of certification is key to changing attitudes and behaviours.

The BRCGS Solution

BRCGS partners with a global network of expert certification bodies and approved trainers who carry out audits. This offers considerable advantages over other certification schemes that rely on international auditors who often lack local knowledge. Using the expertise of local auditors qualified and approved by BRCGS significantly reduces cost while delivering a superior service.

BRCGS is recognised by the Pakistani government under the Certification Incentive Programme. In support of its efforts to improve productivity, standards, and international competitiveness, the Pakistani government covers 100 per cent of certification costs for SMEs under this scheme.





BRCGS offers programmes designed to achieve basic, intermediate and higher levels of certification. These are recognised stepping stones towards certification to the full standard. This graduated approach is unique to BRCGS and is much valued by SMEs.

The Positive Outcomes

For SMEs & Suppliers

- BRCGS certification is hugely beneficial for both METRO and its suppliers, who are able to expand the range of products they supply, including private label.
- Suppliers are able to offer products to other domestic and international businesses operating in Pakistan and it also opens up export opportunities, including supplying METRO's international businesses.
- BRCGS which also incorporates a robust compliance program, gives SMEs confidence on their products and processes and provides the reassurance required by both customers and consumers, locally and internationally.
- Technical resources are developed through training and capacity building programmes – a key requirement of the BRCGS standard.

- The strong internal controls and robust traceability systems that come with BRCGS certification minimise production losses, reduce complaints and improve profitability.

For Metro

- BRCGS is helping Pakistan's SME suppliers to produce consistently safe, high-quality products for METRO that are compliant with globally recognised standards and can be supplied to METRO stores worldwide.

For Pakistan

- As more and more SMEs work towards globally recognised standards, supply chain integrity is improved, businesses thrive, and consumer safety is improved.

