



PRINT SUPPLY CHAIN & TECHNOLOGY REVIEW

PROJECT OVERVIEW

The marketing department of what is now a household name for online food delivery approached us to come up with a scalable merchandise solution for its partner restaurants. This would involve us specifying a technology solution for a technology company, a tough brief, and the development of a supply chain from scratch.

PROJECT OUTCOME

68%

REDUCTION IN CLIENT
SUBSIDY TO SUPPLIER

1

NEW OFFSHORE SUPPLY
CHAIN CREATED

11

NEW PRODUCTS INTRODUCED

1

BESPOKE ORDERING PORTAL BUILT

PS

THE CHALLENGE

The challenges here were multi-faceted:

- Technology would need to be found or created that passed stringent standards
- There was a supply chain in place that needed to be significantly expanded and improved
- The client was paying a 62% subsidy on these products currently and whilst an effective way of improving brand recognition it would need to be reduced
- Partner restaurants required a lot more than was being offered in the current catalogue
- A platform was required to enable partner restaurants to pay via charge card, with loyalty credits, or a combination of both
- A certain degree of partner personalisation would be required

PS

THE APPROACH

Working closely with the marketing team we broke this down into three research areas:

- Look for technology that could both personalise and act as a payment gateway
- Review overseas supply chain opportunities and replenishment cycles
- Review the replacement of existing and investigate new product development

We analysed current spend and defined what savings would be available. Marketing stakeholders were asked what additional products would be desirable and we combined these with suggestions of our own.

P&W conducted a risk analysis of producing, shipping and warehousing products supplied from overseas.

PS

THE SOLUTION

A solutions provider was found who, with some bespoke alterations, could personalise products, take payment and link to online stock replenishment and delivery.

Suppliers were found in the Middle East and production and delivery cycles created. Contracts and KPI's were negotiated and contingency measures put in place to mitigate any risks through potential sea freight failure.

P&W provided a temporary supply chain manager until the new system of working was properly embedded.

PS

THE BENEFITS

A saving of 68% was achieved in the subsidy required to supply partners with product.

Partner restaurants had a single source of supply for products and the ability to track progress of delivery.

Errors for personalisation reduced to zero as the partners were in charge of their own data.

A scalable solution has enabled the client to increase restaurant partners from 5k to 82k.

PS

LET US HELP YOU
MAKE SENSE OF YOUR
MARKETING PROCUREMENT