

## Client Case Study – Food retail group

### Requirement:

The design and build of a user portal to sell fast food to the public.

### Client Issue

The chain of fast food outlets were reliance on passing trade which was very unreliable. They had just expanded into home deliveries within a 5 mile radius. The offers need to match those in each of the outlets, these were named and branded locally.

### Analysis

To implement the strategic sourcing required a restructuring of operational roles and the introduction of a strategic on line marketing process.

### Our approach was as follows:

Investigate and recommend software suppliers who can guarantee rapid P2P solutions, credit card payment and validation of address. The recommend suppliers also needed to be utilising the latest technology to ensure the production of high quality results with the necessary security safeguards in place to ensure best practice compliance, including but not limited to data protection, credit card fraud and money transfers.

### Deliverables

After investigation the team identified the project was not only time dependant, but required a more robust workflow process to guarantee delivery of accurate orders rapidly to the correct location.

### Improvements included:

- Strategic processes designed and implemented
- Reduced lead time
- Higher cash management
- Greater exposure to repeat customers via exclusive offers and vouchers

### Processes used:

- Implementation of strategic outsourcing process and organisational design
- Procurement in line with required service level agreements
- Fully detailed project implementation plan

### Business Scope:

- To increase sales by 10%+ per month
- To increase “new” customers by 50% per month

### Timeframe and resource required:

- Project duration: 2 months
- Resources used: 1 consultant