

Client Case Study – Gastro Pub Chain

Requirement:

The outsourcing of design and production of printed menus

Client Issue

The Gastro Pub chain found that the designers and printers were taking 4 weeks to produce menus. Furthermore over half the number printed ended up unused, because of the amount printed by the printers as a minimum print run.

Analysis

To implement the strategic sourcing required a restructuring of each Gastro Pub purchasing departmental roles and the introduction of a strategic reprographic sourcing process.

Our approach was as follows:

Investigate and recommend suppliers who can guarantee on line design of bespoke menus with 1200 items and 49 prices. Pdf proofs were printed at 10am each morning, by local staff and the menus were delivered 3 days later directly to each location, rather than a central location.

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 documentation of the highest print quality. With reduced print runs and a greater degree of flexibility. Lower total cost as the staff could design and build menus on line, rather than the designer.

Improvements included:

- Strategic processes designed and implemented
- Reduced lead time, from 4 weeks to less than 4 days.
- Higher grade print quality
- bespoke menu's for each Gastro Pub.

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 reduce stock holding of materials by 60%
- Reduce supplier turnaround times by 300%
- Reduce costs by 65%

Timeframe and resource required:

- Project duration: 4 months
- Resources used: 2 consultant