



J SAINSBURY PLC

DELIVERING EFFICIENT STOCK MANAGEMENT

“the operating costs associated with the management of holding excess stock within our stores”

“gain significant benefits through improvements in operational efficiency”

TSO Associates Roger Wade-Walker and David Nickson presented the concept visually

“we had to get 100 more printed”

“only received positive feedback”

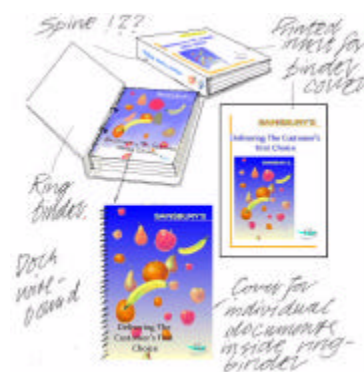
Situation:

Sainsbury's had established that SABRE, their Logistics Supply chain management system was not being utilised to the fullest extent. Consequently, they were not realising the benefits from improved stock management that were expected. In particular “the operating costs associated with the management of holding excess stock within our stores” was identified as an area for improvement. It was established that a major factor in this was the lack of familiarity with SABRE at store level.

Client requirement:

In order to improve the level of customer availability and to increase the efficiency of stock management Sainsbury's needed to increase the levels of staff awareness and expertise in the use of SABRE. The goal being to “gain significant benefits through improvements in operational efficiency”. A training & promotional literature exercise was identified as the way forward.

Solutions:



We worked with Sainsbury's Logistics and Retail groups to develop suitable promotional material that would both inform relevant staff within the stores organisation and create an enthusiasm for a more successful utilisation of SABRE. Sainsbury's supplying the technical knowledge and **The Solutions Organisation** supplying publications design and communications expertise to produce an effective package. A key element in

this was the use of high quality layout and design to produce an end product that was both attractive and easily comprehensible.

Outcomes and Benefits:

The information pack was in such demand that a second printing was required - “we had to get 100 more printed”. Most managers within the organisation now have a clear idea of the aims and objectives of the project.

Sainsbury's praised the completed document saying “it had grabbed their attention” and that they had “only received positive feedback”. The package's new style of “more coaching than telling” had contributed to the overall perception of “refreshing and exciting”.