

Retail Packaging Review

The logo for 'hothouse' is located in the top right corner. It consists of the word 'hothouse' in a white, lowercase, sans-serif font, centered within a solid orange circle.

Background

- This UK High Street Retailer was rapidly expanding its fast moving clothing business
- Forecasting demand was problematic and the suppliers were struggling to maintain stock levels
- The quality of the current retail packaging supplies was both inconsistent in quality and supply
- Responsibility for vital store consumable items which was unclear

Methodology

- Assess existing range for quality and purpose
- Review stock position and create new forecast and budget
- Introduce rolling stock model
- Re-specify the construction of all paper carrier bags
- Create a new QA process
- Have immediate discussions with existing suppliers for remedial and longer term actions
- Create a new end to end weekly stock reporting system
- Electronic and hard copy specification manuals created

Requirements

- Create a new packaging budget
- Review existing stocks and create a new short and longer term forecast requirement
- Design and embed a process for packaging relating to store sales, product display and store consumables
- Define and embed an agreed flow of packaging items from factory, to suppliers, the depot and stores
- Maintain the company environmental ethos
- Design and implement a robust QA process

Solution

- The quality of the packaging was improved
- Costs were reduced by 12.9% over one financial year
- Return to a healthy rolling stock situation
- A new QA process was embedded immediately. The process was implemented immediately. Part of the first delivery was rejected.
- Further cost reductions were negotiated for substandard product (while new stocks were produced)
- Responsibility for store sales packaging and store consumable items were clearly defined and agreed