

# Worldsmart Retail

*the success series*

## Auto Ordering



∴ **Grocery Manager** ∴

### **Customer:**

Brighton & Darlington Foodland

### **Application:**

Auto Ordering



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*We have reduced our stock levels across both stores by the equivalent of approximately three weeks turnover.*

**Tim Rugless**

Owner

**Brighton & Darlington Foodland**

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### **Background:**

Tim Rugless owns and operates Brighton and Darlington Foodland in South Australia. Tim has over 20 years of retailing experience and is a board member of the Foodland Group. Brighton is a traditional large format “full offer” supermarket, where as Darlington is of smaller format, yet a high volume store. Collectively the Rugless Group employs over 100 staff.

### **Challenge:**

Tim constantly struggled with the vicious cycle of out of stocks and over stocks. Not ordering enough stock of one product was compensated by the over ordering of another product so not only was Tim losing sales, his cash flow was being used to fill his shelves & storeroom with unnecessary cartons. In addition to this, the ordering of stock on deal and special was done by ‘feel’ rather than logic and this was only compounding the issue further.

### **Solution:**

John O’Brien, Operations Manager for the Rugless Group, decided enough was enough and sort advice from Worldsmart Retail on how to implement Automatic Ordering. John took the time to understand the process and more importantly clean up his product file to ensure the system had ‘clean’ data to work with. He also implemented some new store procedures to ensure that stock integrity became a daily priority.

### **Outcome:**

The Rugless Group have received numerous benefits from the implementation of Automatic Ordering. John was amazed by the outcome, “the ordering process takes less time, is based on logic and has reduced mistakes.” “The receiving process is easy and we are now able to obtain an instant stock valuation for our stores. Best of all we have reduced our stock levels across both stores by the equivalent of approximately three weeks turnover, providing us with cash that we can reinvest into the business.”

### **Unique Challenge?**

*If you are looking for an innovative solutions partner that can help you grow your business contact Worldsmart Retail on 1300 738 324 for more information.*

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