

BENEFITS

- 18% savings on food cost in 6 weeks
- Ongoing cost reduction opportunities easily identified every month
- All suppliers quoting on a like-for-like basis
- Online self-service tools make it easy for individual hotels to add products and run reports
- Easy sourcing of new suppliers and products

DEPLOYMENT COUNTRY

United Kingdom

CUSTOMER PROFILE



<http://www.leamarstonhotel.co.uk/>

Lea Marston Hotel
AA 4* 75%

The Abbey Hotel
AA 4* 80%

- Midlands
- 188 guest rooms
- 5 F&B outlets
- 700 cover banqueting capacity
- Golf course, health club, spa

"The controls and reporting the system offers have allowed us to quickly and efficiently assess our purchasing and have provided us with best price purchasing without sacrificing quality or choice."

Tom Kirkham
Managing Director



Lea Marston & Abbey Hotels deploy Marketboomer in November and save 18% by Christmas

EXECUTIVE SUMMARY

Lea Marston Hotel and The Abbey Hotel are 4* hotels located in rural Warwickshire and Worcestershire respectively. With newly refurbished facilities and easy access to Birmingham and other major routes, the hotels are popular with business, leisure and wedding guests.

The opportunity for improvement

Prior to implementing Marketboomer, each hotel organised its own purchasing using local suppliers. This resulted in:

- Minimal group bargaining power.
- Little co-ordination regarding suppliers, products or prices between the hotels.
- Reliance on suppliers to provide purchasing history with lengthy manual systems for cross checking that the information provided was accurate and complete.
- No reporting capability (summary or detail) on individual hotel and group spending patterns, supplier competitiveness and savings opportunities.

How Marketboomer helped

The hotels began using Marketboomer's eprocurement function for food purchasing in November 2007. They added one supplier for every food category and began using the Best Buy function to encourage suppliers to quote more competitively. Suppliers and products are now centrally controlled. Only approved products can be ordered and purchase orders are sent only to approved suppliers. Purchasing and supplier pricing data is collected automatically for each hotel and the group.

The bottom line

- 18% savings on food cost in 6 weeks.
- Same quality products purchased for less.
- Marketboomer's spend analysis reports **identify new cost reduction opportunities every month.**
- Flexible system allows buyers to purchase according to their own preferences while maintaining central control and data collection.
- Marketboomer automatically captures individual hotel and group purchasing data.
- Stronger supplier relationships: existing suppliers who want to offer great service and price stay; those who don't opt out. New suppliers are readily available via the system.
- Following success with food products, chemicals, disposables, leisure and stationery products added to the system generating further savings.

Executive Head Chef, Lochlan Deeming uses Marketboomer's spend data to increase profitability. He comments, "Marketboomer's Opportunity Cost Report helps me to track my suppliers' pricing, to see which products are being purchased competitively and to identify precisely where we could save money. I don't have to wait for the end of the month – this information is available online anytime."