



FoodlogiK saves J Buckland £18,000 in operational costs



James Buckland

J Buckland were established in 1972, when James Buckland began selling meats and cheeses locally. He soon expanded into the niche market of supplying bacon, sausages and other specialist meats to the butchery and deli trades. Upon James' retirement in 2006, the company merged with Viking Foods. Under the guidance of MD Danny Silverosa, J Buckland is now the South East's largest supplier of freshly cut bacon. They also supply butchers, bakers, cafes, sandwich bars, delis and coffee shops with premium sandwich fillings and other related products.

The Challenge

Since Danny took over, the company has tripled its turnover and now has a headcount of 20 staff. As expansion continued, he found that the current Sage50 system being used for sales order processing was not only cumbersome and slow, but was hindering the day-to-day management of the business and lacked the functionality required for further growth.

Due to the nature of the business, J Buckland held minimal stock levels and worked to a "just-in-time" system; meaning that customers placed their orders in the morning, orders were collated and sent to suppliers at midday and suppliers delivered to J Buckland by midnight. Due to the limitations of the old working practices, the despatch team relied solely on a physical paper trail, which led to huge inaccuracies and daily mistakes.

The Solution

In 2012, Danny approached Merit to replace the company's Sage50 with their modern FoodlogiK system. His goal was expansion and he needed an Enterprise Resource Planning (ERP) system that would be able to facilitate that.

Key Benefits

The FoodlogiK system has completely eliminated the "paper trail" culture and within the first six months of going live, J Buckland have already identified overwhelming Returns on Investment, including:

- Reducing the need for an additional data processor in the office, producing annual savings on circa £18,000. The system paid for itself within the first 6-8 months on staff savings alone.
- The FoodlogiK system has largely eradicated mistakes such as incorrectly picked products being delivered to customers, or drivers leaving without shipments. In the past, this was a daily problem, which wasted valuable man-hours to rectify with second deliveries.
- Due to the increased speed of order entry, more orders can be dealt with in a shorter time.
- Improved customer satisfaction due to fewer mistakes has led to a measurable increase in customer retention.

Testimonial

"FoodlogiK has completely revolutionised our business. We've seen sizable cost savings, and the system had paid for itself within the first 6-8 months! Our business is running so much smoother now and mistakes have practically been eliminated entirely. I don't see how we could possibly go back to not having it now!"

Danny Silverosa, Managing Director



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