

### **Client: Sainsbury's**

Sainsbury's was founded back in 1869 and now operates over 1,000 stores across the UK, including 440 convenience outlets. The company employs around 150,000 colleagues and attributes its success to putting the customer at the heart of everything it does.

### **Working with Yearsley Logistics:**

Our close working relationship started back in 2010, with a brief to explore all avenues of collaboration. The subsequent goal was to streamline the supply chain and offer additional value to Yearsley Logistics customers already working with Sainsbury's. Initially we focused upon increasing the consolidation of Yearsley Logistics suppliers' stock into the Sainsbury's network. We also reduced the requisite lead times and stock ordering profiles involved and increased overall agility, in order to support Sainsbury's desire to improve availability in store.

### **Solution:**

Through discussions with the numerous suppliers into the Sainsbury's network which Yearsley Logistics manage, we were able to broker a more agile offering to Sainsbury's. We moved to day 1 for day 2, 7 day ordering, 7 day delivery. Vendors were pooled into 3 consolidation centres and Sainsbury's ordered products in consolidated loads from these sites. This initiative increased agility, but on a cost neutral basis to all; a true 'win-win' result!

Other collaborative opportunities arose; we implemented a national backhaul programme, resulting in further operational and environmental benefits.

### **Outcome:**

This project has made a significant impact on the availability of stock for the consumer at Sainsbury's, which is a key performance indicator for the company. Overall Sainsbury's has seen a massive step forward in the logistics operation into its stores, and the positive impact of Yearsley Logistics efforts has been formally recognised within Sainsbury's.

### **Yearsley Logistics says:**

"Today's supply chain is very much retailer/consumer driven, so it is vital that we create strong working relationships. Through the consolidation work and operational processes we've developed with Sainsbury's, we've delivered a strong and efficient solution without any adverse effects upon our supplier base".

### **What Sainsbury's says:**

"We have made excellent progress with Yearsley Logistics in moving forward our supplier base to a 7 day ordering and delivery at day 1, day 2 lead times. We have seen an increase in availability as our orders react more quickly over the all-important weekends. Yearsley Logistics work in co-ordinating our suppliers, has driven the progress at great pace, and we look forward to continuing our partnership".

*James Crowdy, Head of Frozen Supply Chain, Sainsbury's*



### **Yearsley Logistics**

Hareshill Road, Heywood, Lancashire, OL10 2TP

Telephone: 01706 694680 • Facsimile: 01706 694666

Email: [logistics@yearsley.co.uk](mailto:logistics@yearsley.co.uk) • Web: [www.yearsley.co.uk](http://www.yearsley.co.uk)