



# Somerfield choose RedSky IT to speed up private label strategy delivery

Responding to challenging market conditions Somerfield, decided to review their supply chain process and sought to improve supply chain collaboration. They approached RedSky IT to assist them in overcoming some difficult issues they were facing.

## Challenges

The introduction of a Kwik Save own label range built on the success of the Somerfield brand and was anticipated to yield annual sales of over £100m in less than four months. Sustaining business growth and performance required changes within the product development processes and their relationships with their supplier community.

Associate Director for Quality Assurance, Stephen Ridge, advises "We believe that our aim to deliver higher quality – both in our stores and in food execution – better value and improved choice for customers, is best facilitated by improving our current new product development systems. We needed to find ways of removing the constraints encountered, namely speed to market for new products, which is currently too slow, increasing volume without increasing overheads and improving visibility across the new product development process making it easier to spot and eliminate bottlenecks and repeat successful processes."

