

Great profit improvements for CB Imports

CLIENT: CB Imports

SECTOR: ?

What consumers take for granted about the world of independent florists – the wires, stands, grasses and clips that create the displays – are a key part of their success and a £20m turnover business for Wakefield-based CB Imports who, despite the downturn, continue to grow.

“Most people just get the end product - they have no idea what goes into it,” says Steve Wood, managing director of CB Imports. The firm was set up in 1990 and has grown to both import and sell its range of artificial flowers, accessories, pottery and glassware direct to wholesalers, florists and gift shops.

“You have to be fast on your feet in a recession and position yourself to supply the customer - if you don’t then someone else will,” continued Steve. “Which means staying on top of your costs”. With this in mind CB Imports asked cost management experts, Expense Reduction Analysts, to look at their costs and see where they could save money.

“We examined freight costs and identified savings of £123,451 over the first 18 months, which to date have made the company savings of £250,000 - the equivalent benefit of £1m in sales revenue,” said Expense Reduction Analyst, Julia Goodfellow. “We also did a health check of areas where companies often have the wrong pricing structure, such as stationery and couriers, but the savings we identified here were small by comparison which reassures clients they’re getting a good deal.” Steve continued: “We were sceptical at first but Julia’s cost savings were realised and have an obvious and positive impact on the business. Expense Reduction Analysts are experts in analysing costs and have a firm grasp of supplier markets.

Together this means they’re able to ensure we get the right service for the right price.” Expense Reduction Analysts continues to give advice about market movements and supplier contracts to CB Imports.

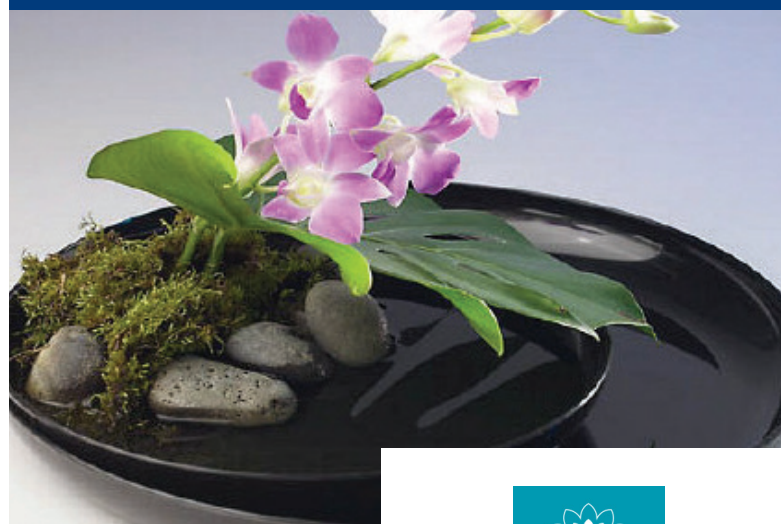
TABLE OF SAVINGS

Phase 1 over 18 months: Saving (£)

Office Supplies	£7,790
Import Freight	£123,451
Cash removal	£1,785

Phase 2, 12 month projection: Progress

Import Freight	Ongoing service
Gas	£19,836



“To date Expense Reduction Analysts have made the company savings of £250,000 – the equivalent benefit of £1m in sales revenue”

STEVE WOOD, CHIEF EXECUTIVE