

Cash Generator's savings benefit cancer charity

CLIENT:	Cash Generator Ltd
SECTOR:	Retail
COST CATEGORIES:	Polythene Bags, Stationery, Printed Literature, Consumables

Leading Expense Reduction Analyst (ERA) consultant Neil Cullen and his colleague Robert Plummer were asked by Cash Generator Ltd to review a number of areas of expenditure.

THE CLIENT

Cash Generator are a leading retailer of new, graded and second-hand goods with a 50-strong chain of both company and franchised-owned stores throughout the UK. They also offer a range of other services including buying unwanted second-hand goods direct from the public, and cheque-cashing facilities.

THE CHALLENGE

Steve Wilkinson, Financial Director of Cash Generator, asked Neil and Robert to review their expenditure on stationery, polythene bags, cash till consumables and printed literature to see if savings could be achieved. This resulted in identifying savings of 6% on polythene bags, 12% on stationery, 25% on printed literature and 64% on the cash till consumables category.

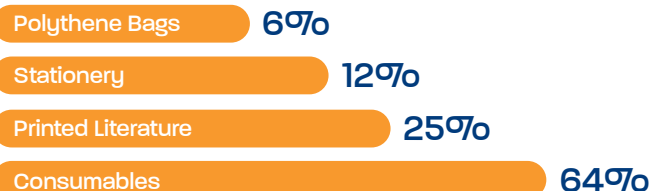
Cash Generator and ERA have vowed to pass 10% of the actual savings achieved to Christies Against Cancer totalling £8,000 for the first 12 months.

ERA undertook the full review from data collection to implementation on all these categories and Neil and Robert have liaised with Steve Wilkinson and Elaine Vickers at Cash Generator throughout the full project.

Steve Wilkinson of Cash Generator says, "Having experienced and professional people carry out the full exercise on your behalf, leaving you to concentrate on the day-to-day running of the business was a major attraction, as well as the potential profit improvement of course! Expense Reduction Analysts have been extremely thorough and kept me fully aware at every stage of the process."

Christies Against Cancer Charity No 1049751

SUMMARY OF SAVINGS



"Having experienced and professional people carry out the full exercise on your behalf is great, as well as the potential savings of course. They have been extremely thorough and kept me fully aware."

STEVE WILKINSON,
FINANCIAL DIRECTOR, CASH GENERATOR