

# Great profits for Coach Holidays

CLIENT: Coach Holidays

SECTOR: Tour Operators

Expense Reduction Analysts (ERA) has delivered savings of £108,000 in a key area of operating costs as well as improving processes.

## THE CHALLENGE

With a 50% increase in sales during the last year, Cheltenham-based Coach Holidays is one West Country business positioned to grow as people look at less expensive ways to get away from it all.

“We’re one of the biggest and fastest growing providers of coach holidays both in the UK and to the continent,” said Luis Arteaga, the company’s Managing Director.

But, as with any successful business, the provider of UK and continental coach holidays has always looked at ways to improve profitability without compromising on quality. Eighteen months ago this led to a partnership with Expense Reduction Analysts that to date has delivered savings of £108,000 in a key area of their operating costs as well as improving processes.

Luis added: “Every business is always looking to reduce costs. When I met with Expense Reduction Analysts’ David Brassington, he told me where he thought their team of consultants’ expertise, knowledge and contacts in the supply chain could save us money.

“While we were sceptical at first, David’s analysis of our supply lines identified potential savings in our printing spend, one of our biggest cost areas, along with marketing.

We altered structures and processes, including bringing the design function in-house, and we’ve made savings of 52% in these areas so far. Needless to say we’re pleased with the results.”



**"Savings go straight on the bottom line, and to achieve the same level of profit a company would have to increase sales by £1.3m (if operating on an average margin of 87%)."**

**DAVID BRASSINGTON,  
CONSULTANT, EXPENSE REDUCTION ANALYSTS**