

Highmoor Farm Caravan Park

Highmoor Farm is set on the North Yorkshire Moors.



Case Study

Problem:

Jane Kershaw, the proprietor, was using the services of a local wholesaler for the supply of beers and soft drinks to the Park. Jane had no means of knowing whether the pricing being charged by her supplier was competitive in the market place. The summer season is always very busy for Jane therefore it was not until the winter months that Jane had the opportunity to research a company that could assist with her purchasing needs.

ipa's Solution

An introduction to IPA through the local Tourist Board proved very beneficial. IPA firstly undertook a pricing review on both beer and soft drinks. The local wholesaler was not felt to be providing Jane with competitive pricing relevant to the volume being achieved. By introducing the nominated brewer, Scottish Courage, there was a saving of £72 per brewer's barrel. The annual financial savings which this generated was £9,360. For soft drinks, Jane was spending £15,000 per year. Britvic, a nominated ipa supplier immediately demonstrated a saving on this spend of £2,250. Finally, the product areas of cleaning and disposables were analysed. Bunzl using the ipa terms made a saving for Jane of 10% on her annual spend.

Testimonial

Highmoor Farm have achieved financial savings of £11,760 by utilising the suppliers nominated by ipa. This is a significant gain and and greatly appreciated by the ipa member.