

# Delivering *value* to luxury brands

For a luxury brand, aligning cultural fit, ethos and service quality must be at the heart of all procurement activities in luxury retail. This must be underpinned by a clear understanding of the end-to-end customer experience.

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Hawtrey Dene Group were recommended to us by a colleague on another blue chip board. Their reputation is excellent and since engaging them in July 2013 we've been greatly impressed with their levels of energy and drive. The savings they are uncovering are very strong and, working with them, our stakeholders are really challenging all areas of our business.

**LYNNE TURNER**  
Global Finance Director, Christie's



**Hawtrey Dene** brings the latest industry innovations and best-practice, gathered and refined from many great brands – and leverages this to drive efficiency, improve service levels – which in turn have delivered savings in the most prestigious of environments.

## CASE STUDY FACILITIES MANAGEMENT IN LUXURY RETAIL

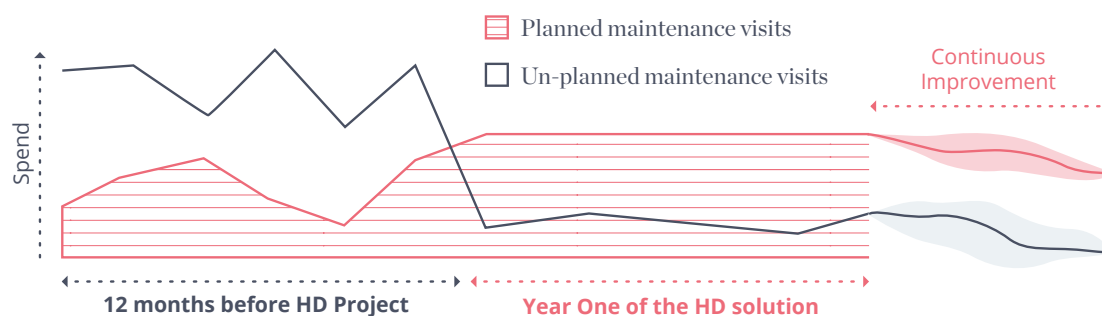
### INITIAL CHALLENGES

- Limited cost transparency, lack of SLAs and poor SRM
- Compliance was a risk
- Limited planned maintenance - a reactive ethos
- Rate cards were not in place or were very varied

### THE APPROACH

- Data analysis and supply chain engagement to map current processes
- Develop a clear baseline and specifications
- Manage end-to-end RFP process, including contracting
- Support to implementation of new solution

### FINDING THE RIGHT BALANCE



↓ **-20%**  
Reactive Visits

↑ **+66%**  
Hours of Planned Maintenance

↓ **-37%**  
Annual Spend **£GBP**

### VALUE ADDED

- **More planned** maintenance
- **Optimised** service schedules
- **Underwritten 20% saving** in reactive repair cost
- Best in class **IT system** for tracking all services
- **Centralised** document storage
- Live **management information**
- **Open-book** cost model
- **Innovative technologies** such as dry fusion and nano-coating
- Cleaning based on **output specification**



Data driven reporting



Improved visibility



Legal & compliance benefits



Efficiency gains

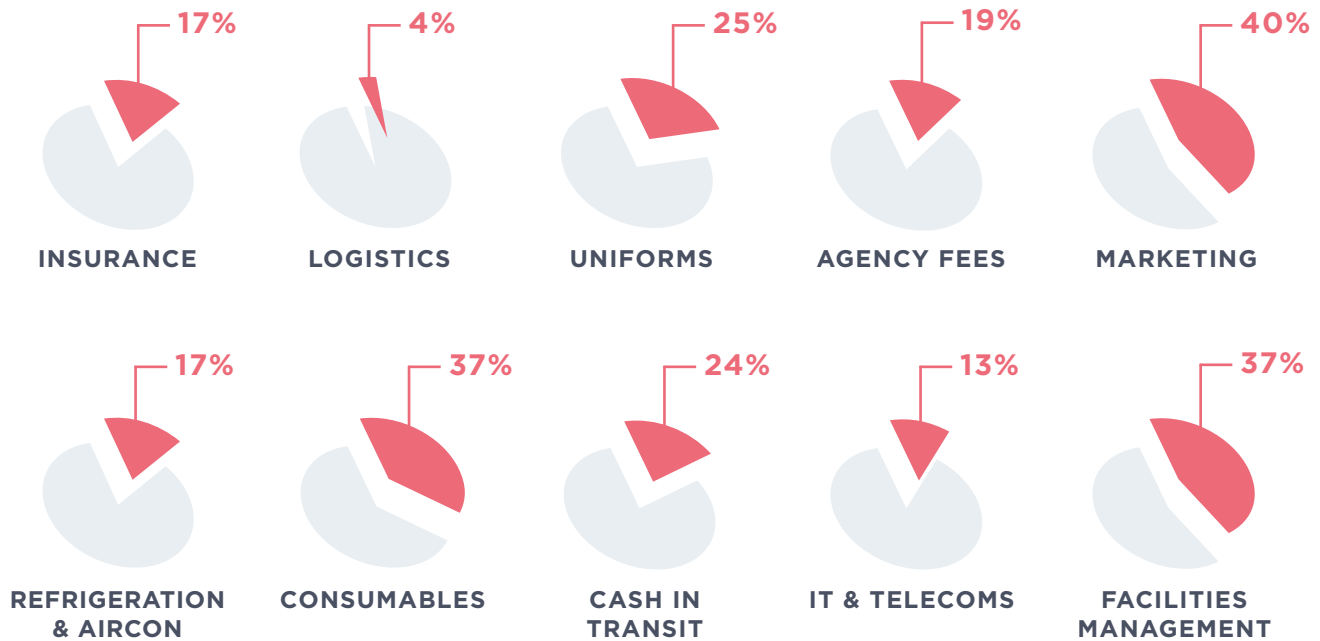
### END SOLUTION

The end solution protects and enhances brand integrity and store ambiance. It also improves compliance, reduces faults and unexpected engineer visits - and most importantly gives client facing teams back the time to focus on sales and to manage the in-store experience for customers.

**Hawtrey Dene** delivers strategic change across all areas of goods and services spend; both within the Indirect and Direct cost base. Starting from a detailed Opportunity Assessment, we will map the key areas that will deliver savings and efficiencies within a business – blending quick wins with more in depth strategic projects.

**RECENT CATEGORY SUCCESS**

■ FY Spend ■ Saving %



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Having worked with Hawtrey Dene in a previous role I was happy to bring them into Debenhams. They quickly got stuck into delivering real cash savings for the business, at the same time as mapping out longer term efficiency and process improvement projects. The challenge they bring to the status quo is refreshing and their insight and external experience helps our teams start to think differently. By providing tangible benchmark data to drive decision making and working closely with internal stakeholders, supplier relationships have improved. The Hawtrey Dene team have quickly become part of the Debenhams team and continue to deliver great savings across a range of categories.

**MATT SMITH**  
CFO, Debenhams

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Since the appointment of Hawtrey Dene we have benefited from a more joined up approach to our procurement across the Group, this has resulted not only in substantial cost savings but an improvement in processes and trading terms with our suppliers. With Hawtrey Dene we get the benefit of dedicated high calibre individuals embedded into our business along with their broader professional network for specialist areas of spend.

**RICHARD SMOTHERS**  
CFO, Mothercare

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