

PREMIER SHELLFISH

Net Result

■ Summary

When your client list includes some of the most prestigious restaurants in London including those belonging to Marco Pierre White and a certain Gordon Ramsay, two things are clear. Firstly, what you're delivering is of the highest quality and secondly, your delivery and your reputation rely on your systems.

Building a business that could serve such demanding clientele required a company wide system that could be flexible enough to realise a unique business philosophy.

■ Situation

With his father in the restaurant business Tom Patterson, owner of Premier Shellfish, had always been exposed to the pressures and unpredictability of the business at an early age. It was here that he spotted an opportunity of serving restaurants with live shellfish including crabs, lobsters and clams in a more effective and reliable way.

Most people would have had second thoughts about starting a business where the product had a limited shelf life, had to be delivered to the customer alive, with the consequences of 'damaged goods' unthinkable.

Add to this the pressures of delivering an order, which may be by weight or finite number of items, less than 24 hours after it has been placed.

"We never say 'no' to a customer, whatever they want, we deliver."

It was exactly these challenges and more that Tom needed *FuseMetrix* to address in order for Premier Shellfish to gain a competitive advantage in the market place.

■ Solution

"Web Office Systems spent time understanding the business."

Around 10pm every night chefs across London contact Premier Shellfish to place their orders for the next day. However restaurants never know the exact price of their order until they are invoiced. It's not until Tom is aware of the quantity and variety of his own daily purchases can he calculate the selling price to his customers.

As a result *FuseMetrix* had to enable product lines to exist on the ordering system without attaching a selling price. Once the purchase price was confirmed, the system automatically generated the picking sheets for the orders to be fulfilled and raised the appropriate invoices.

Tom aimed not only to provide 'express live delivery' of shellfish, but also peace of mind. Should there ever be any concerns by a restaurant over product quality he is able through *FuseMetrix*, to track the journey of every single item sold. Premier Shellfish can access data including how long a lobster has been in a tank, the temperature of that water, when it was last changed, to the name of the vessel that caught it in the first place.

■ Benefits

With supply of items to Premier Shellfish varied and at times limited, the purchase forecast is crucial to the business. Analysing the demands of hundreds of restaurants through *FuseMetrix* allows greater negotiation with its many suppliers.

Where 'express live delivery' is the business proposition, *FuseMetrix* provides Premier Shellfish the confidence to support this claim and ensure a clear, competitive advantage.

"The flexibility that FuseMetrix provides us means that we can do business with every type of customer, whatever their needs."

Looking ahead Tom is looking to further exploit the flexibility of the *FuseMetrix* system to provide added benefits to his clients. By providing secure access to the system restaurants will be able to check their accounts and analyse instantly their purchase history with Premier Shellfish.

Providing similar access to the *FuseMetrix* system would also benefit his remote suppliers and enable them to add their own price to their catch automatically. "Given the nature of their business, the take up of laptops amongst Cornish fishermen isn't great," admits Tom with a smile, "but one day!"

"FuseMetrix helped me realise my dream, a dream that has a turnover of nearly £3m within a year."

■ Key Benefits

- Financial Planning
- Distribution
- Warehouse Management
- Accounting Systems





"FuseMetrix helps you gain and sustain, a competitive advantage"

In the fast paced and dynamic environment of the business world success is dependant on sustaining a competitive advantage.

FuseMetrix, a browser based integrated office system provides decision makers greater control, insight and flexibility over their product or service.

A dynamic company wide solution incorporating Customer Relationship Management, Marketing, Sales, Human Resources, Accounts and Warehouse Management, *FuseMetrix* eliminates the need for costly hardware and differing software systems.

One system, many advantages

- Greater control
- Greater accuracy
- Greater efficiency
- Greater agility
- Greater customer satisfaction
- Greater performance
- Greater growth
- Greater profitability

Successfully implemented across a variety of business sectors including manufacturing, retail, distribution, e-commerce, leisure, entertainment, healthcare and financial services, *FuseMetrix* has improved business performance amongst SME's and PLC's.

Real time, all the time™

Secure web based access to your company's systems means that you are always in control, wherever you are in the world. The resulting business intelligence, gained in real time, enables you to create and exploit opportunities instantly.

Let *FuseMetrix* provide you with that competitive advantage.

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