

Procure4 Partner with Weetabix

Procurement specialist, Procure4, won a competitive pitch in August 2015 to support the Weetabix company strategy, whilst a permanent indirect procurement team was recruited. The initial brief was to deliver a programme of benefits that both enhanced service and remodelled the commercial arrangements, in a mutually beneficial way for the supply base. The key to the success of the programme was predicated on Procure4 delivering at pace, with a one-team approach and ensuring that the engagement with internal stakeholders supported the business partner reputation of procurement.

The UK's number one selling, most trusted and most recommended cereal business has been reviewing its commercial arrangements across a number of indirect spend areas. Working with Procure4, Weetabix have looked at areas as diverse as pension administration and European haulage. Phase one of the programme is due to complete this autumn. Phase 2 will focus on a strategic review of facilities management and Procure4 will conclude the project in early 2017.

Catherine Lund, Strategic Sourcing Manager for Weetabix said: "We are impressed with the way Procure4 has understood not only our business needs but how they have partnered with us and achieved our goals with the project. They have been a valuable extension of my team."

The introduction of Phase 2 is testimony to Procure4's depth of FMCG knowledge coupled with their proven model and ability to adapt and work within existing business cultures.

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