

CASE STUDY

# Dean & Smedley

MARKET SECTOR:  
**PHARMACY**



Richard Dean – Managing Director



Dean & Smedley is a family-run pharmacy offering healthcare and related services to the local communities in Burton-on-Trent and the surrounding areas: Leicestershire, Derbyshire and Staffordshire.

## Longevity

In April 1948, Orridge conducted its first stocktake for Dean & Smedley.

Seventy years on Orridge and Dean & Smedley are still working in partnership.

Following this significant milestone, we interviewed Richard Dean, Managing Director, to find out his perspective of this long-standing relationship.

## Why do Dean & Smedley work with Orridge?

When I joined the family business 45 years ago, we were already using Orridge and I saw no reason to change. Orridge provide us with timely, accurate valuations. From time to time, our auditors attend the valuations to spot-check sections of the stocktake. To date, we have never found a discrepancy.

## Would you recommend Orridge?

Yes, not only do Orridge provide timely and accurate valuations but their teams and Account Management are both friendly and efficient. The reporting we receive following the valuations enables us to monitor changes in values across the various categories of stock, which assists us with managing our business needs.

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## History

The origins of Dean & Smedley can be traced back to Horninglow Road in Burton-on-Trent 1927 when the business was owned by Authur Alwyn Dean, and traded as 'AA Dean'.

Following the Second World War, Arthur's son John Dean took over the shop. In 1946, following his marriage to his former apprentice Joan Smedley, John and Joan amalgamated Joan's pharmacy, 'Joan Smedley' with 'AA Dean' to found Dean & Smedley.

Today the business is run by Richard, son of John and Joan, and his daughter Lucy. The business comprises 11 stores, including the original pharmacy on

Horninglow Road, although it's somewhat bigger than in AA Dean's day!

## Technical Innovations

The principles of stocktaking haven't changed over the years; the purpose has and always will be to provide accurate data to support informed business decisions. What has changed is the technology used to support the stocktaking process.

Today, Orridge use the latest wireless LAN barcode scanners to capture stocktake data, but back in 1948 things were very different...

**1948** - Stocktakes were conducted using pen and paper with a caller and writer.

**1978** – Introduction of tape recorders.

**1985** – Orridge move to comptometers and calculators.

**1998** – Move to scan counts.

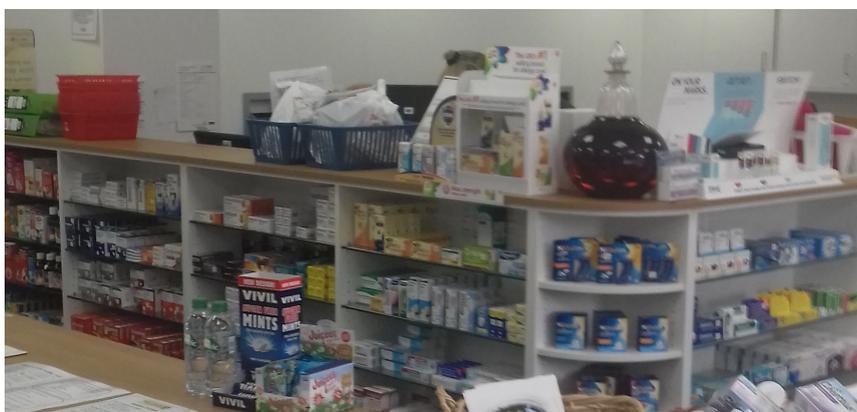
**2001** – Introduction of the latest laser barcode scanners.

**2005** – Development of Orridge bespoke product files.

**2008** – Available to use client own product files.

**2019** – Research into 2D scanning.

With over 170 years' experience in the pharmacy sector, Orridge's specialist pharmacy stocktaking business offers a blend of experience and technical ability to pharmacies, GP surgeries, hospitals and medical service providers.



To find out more about Orridge's healthcare services or to arrange an appointment, please contact:

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