

CASE STUDY

# Paydens

MARKET SECTOR:  
**PHARMACY**



Alexander Pay - Managing Director



Paydens is an independent, family-owned pharmacy group. Established in 1969, they service the public from 125 community pharmacies across the South East of England as well as an eCommerce store.

## Background

We asked Alexander Pay, Paydens' Managing Director, about the group's stocktaking requirements for the Paydens Group and why he chooses to use Orridge as their stocktaking provider.

### Why do Paydens use Orridge as their stocktaking supplier?

With an estate of 125 physical stores and an eCommerce operation, it's vital that we closely manage stock levels. We need, where necessary, to be able to intervene quickly and reduce any overstock or dead stock issues.

Initially Orridge conducted stocktakes for about a third of our estate but over time, and due to the high quality of service and excellent technology they employ, this has progressed to counting our full estate. We have been working in partnership for over 40 years now.

### Would you recommend Orridge to other pharmacy groups?

Absolutely. Their use of technology is the best in the market, enabling them to provide us with accurate line-by-line stock files. But, equally importantly, they provide a reliable, responsive and collaborative service.

### What are the main benefits you see/gain from using Orridge?

Like all businesses, the financial end of year is a key time in our calendar. This is when we forecast for the coming year. Orridge is able to

facilitate same-day provision of valuations and full electronic stock listings. In addition, they supply us with back office data to update our in-house systems.

### How would you summarise the service you receive?

Like other retail businesses, the pharmacy sector faces challenges, including offering a value service. We need to ensure that we are stocked to cope with seasonal demands and market trends.

Orridge supports us in meeting the demands made on our business through reliability, responsiveness, accuracy, cost-effectiveness and flexibility (they work with us), and using their excellent technology to support their stocktaking process, we receive live data on the same day as the count.

## Sales Enquiries

Call: **01922 472000**

Email: **dave.brittle@orridge.eu**

Centre House, Court  
Parade, Aldridge,  
WS9 8LT