

CASE STUDY

# Wicks

MARKET SECTOR:  
**RETAIL**



Wickes is a multi-channel retailer with a portfolio of more than 200 stores stocking a wide selection of brand and own-brand supplies and materials for homeowners and the building trade. There are currently over 10,000 products in the Wickes range available to order in-store, online or by telephone.

## The background

Orridge has been Wickes' chosen partner for over three years. Orridge continuously counts at various locations across the UK all year round. Wickes previously outsourced its stocktaking to a company using a manual process.

We asked Phil Smith, Loss Prevention Manager at Wickes, for his view of the service.

## What influenced the decision to outsource?

"Orridge are able to add considerable value to our inventory processes. In today's demanding environment, it's essential to continually search for ways to gain a competitive edge. Wickes' inventory is crucial to delivering its stock loss strategy, for which Orridge plays a pivotal role by enhancing accuracy in stock cycles, ensuring shrinkage reduction actions that can be aligned with confidence."

## Since outsourcing to Orridge, what benefits have Wickes seen?

"Orridge offered an expert technology solution that was far superior to that of an in-house process that we had been used to. With this we saw great improvements in the accuracy and stock loss reporting.

"Orridge offers a flexible service, coinciding with Wickes' seasonality of sales and product range reviews."



To find out more about Orridge's Retail stocktaking services or to arrange a meeting, please contact:

Peter Davies - Sales Director  
peter.davies@orridge.eu  
01279 775600

## Sales Enquiries

Call: **01279 775 600**

Email: **contact@orridge.co.uk**

Suite A, Equity House  
4-6 Market Street  
Harlow, Essex, CM17 0AH