



Providing Musgrave with an insight into “best practice” for supermarket packaging across the UK and Ireland - lowering pricing on major product lines

Musgrave engaged with JRC to provide them with technical and commercial resource and support with a focus on the optimisation of primary, secondary and tertiary packaging whilst ensuring goods move through the supply chain safely and fit for purpose. This resource has been deployed at group level and within the various corporate divisions and Musgrave brands.

Business Challenge

With cost and efficiency and the impact packaging has on the environment being a major consideration for retailers, having the right advice and expertise is essential. Being an external resource JRC provided an un-blinkered approach to rationalizing retail packaging without compromising the needs of the consumer or Marketing requirements at point of sale. Musgrave do not have a core packaging development team, therefore benchmarking their product packaging against other supermarkets and ensuring compliance to packaging legislation was a challenge.

How JRC Helped

Initially working with the Trading and Corporate and Social Responsibility departments JRC developed a Group Packaging Policy Document that provides clear guidance for the Own Brand team and step by step instructions for suppliers. This was followed with a Best in Class analysis of the competition and encompassed packaging innovations that culminated in a “best practice” strategy for NPD and range reviews.

Value Delivered

The support delivered by JRC ensured that the packaging employed by the business was cost effective and environmentally efficient with the resource itself becoming a net cost benefit. Musgrave were able to concentrate on preparing for their online trading auctions whilst benchmarking quotations and new product packaging specifications with the “best practice” identified. This ensured the buyers could negotiate best pricing on a number of major product lines.

About Musgrave

Musgrave Group is a leading broadline grocery distributor that supplies food and merchandise to more than 3,300 retail supermarkets doing business under such names as Centra and SuperValu. Located throughout Ireland and the UK, its portfolio of retail store banners also includes Daybreak, DayToday, and Mace. In the UK, the company’s Musgrave Retail Partners franchises the Budgens supermarket chain and the Londis chain of convenience stores.

About James Ross Consulting

James Ross Consulting is a mid sized global manufacturing consulting, technical support and analytical services company, with offices established in the UK, USA and Australia. Their three competence groups, Cost Optimization, Technical Support and Analytical Services, develop a full spectrum of services and solutions that address business opportunities and challenges common across industries. See also www.jrconsulting.com.

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