

Strategic supply chain managemnt



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Strategic supply chain management: Goose at the Garden pub in Newcastle
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chain management:

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Business summary

Goose at the Garden is the largest pub in Newcastle. This pub provides a modest food menu and the typical alcoholic and non-alcoholic beverages expected in a pub business environment, requiring multiple vendors to achieve a maximum quality supply chain. The company provides food for many different social demographics, from local retail workers to those who provide city services. This means the need for having a fairly diverse menu to meet with different cultural tastes.

Purchasing and Procurement

The business' main suppliers are Brakes, Meadow Fairfax and Trade team (Andersen, 2008), companies which provide products in a local network of distribution. Goose at the Garden has two systems for purchasing. The first is Internet procurement using auctions, reverse auctions and electronic marketplaces to link buyer needs with seller products. This business has attempted to cut costs of distribution because the local supply environment is too costly and not competitive enough. When future raw material needs are predicted or identified, such as office supplies or alcohol supplies, advance usage of Internet procurement sources has given Goose at the Garden measurable cost savings (Nash, 2009). This process is sometimes not reliable for short-term needs, therefore the second system relies on manual procurement through local market suppliers and vendors.

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Materials Handling

Materials handling mostly involves safety for workers by having strict policies in place about issues of box opening with safety razors and other important safety steps. None of the materials ordered for the pub are really considered hazardous, so manual handling just involves staff members observing policy for safety. A check-list inventory is used during the handling process of incoming merchandise to ensure it meets with the electronic copy of the purchasing agreement or contract.

Goose at the Garden installed a rather inexpensive, yet efficient electronic system to monitor and control their inventory levels to ensure more accurate ordering of supplies (Nash). When the inventory checklist has been completed, the data is entered into the software which automatically updates stock levels. Each time a transaction is made, the computer software deducts the amount of raw ingredients portioned electronically for each item to reduce inventory at optimal levels. When actual physical audit occurs weekly, it shows how much waste is occurring or where suppliers can be eliminated from the supply network.

Transportation

Unless bought locally, Goose at the Garden uses only ground, vehicle transportation for their supply needs. Some products are brought in on frozen and refrigerated vessels whilst dry goods are usually consolidated with a single, outsourced agency who can respond in rapid time if necessary. The business is always looking for new strategic supply options to consolidate orders, or house them temporarily within distribution warehouses owned by a second party, to save costs on delivery. This is ongoing at Goose at the Garden.

Distribution Network

The region still has many quality grocers who provide local produce and other food items. If demand in certain areas of the supply chain rise, and local assessment brings better pricing options, the pub shifts to temporary local buying. All other products are transported by ground vehicle built with the capacity to move refrigerated and non-perishable products in outsourced freight. Products produced in-house are distributed via direct sales with customers in-store.

References

Anderson, C. 2008. Looking for a quality night out, Garden at the Goose. The Crack, August, p. 2.

Nash, A. 2009. Community business highlights: Garden at the Goose. The Mag, May, p. 1.