

1 Can HILLINGAR help any company?

The largest savings are achieved with companies that handle & store physical products. However significant savings can be achieved by almost any company that sells a defined range of products or services and needs to understand and plan for the future. If we **don't believe we can save** you money, we will tell you from the outset.

2 Can you summarise what HILLINGAR does in one paragraph?

HILLINGAR enable companies to get the full benefits from one of their biggest assets and biggest liability - Stock. Too much wastes money, too little upsets your customers and hurts your revenue. HILLINGAR ensure you get the balance right and increase your profits, all without the cost, risk and hassle of doing it yourself.

3 How do I know if I need HILLINGAR's help?

If you answer YES to any of the following questions, then HILLINGAR will help you save money:

- Do you have high levels of stock but are still missing customer orders?
- Do you have to split and re-ship customer orders?
- Do you need to know which of your products are generating risks for your business?
- Do you need to see the future **"Year end" view to set targets & react now to potential gaps?**
- Do you want to understand what the impact would be of gaining or losing a customer or changing product range?
- **Are you looking to get financing or investment but don't have sufficient background information, analysis &/or validated future predictions?**

4 What is the HILLINGAR Executive Report?

The HILLINGAR Executive report is uniquely designed to provide a comprehensive and workable mix of figures, cost savings and recommendations. The executive pages allow rapid and accurate reviews which are then complemented by further detailed analysis and action points. This provides concise and constructive information for all levels of your business.

5 What are the typical savings that I should expect?

- For a company currently without a forecasting process, stock reductions of more than 30% can be achieved.
- The ongoing savings **are seen in the reduced "Cost to Carry" value**. This is measured as 15 -25% of the reduced stock holding.
- For companies with customer service issues, the cost of an unhappy customer is hard to measure, until they go elsewhere.
- The **"hidden"** costs of having to ship an order more than once is estimated to start at £25 each time, in administration & re-pickings costs alone. This excludes any emergency purchase costs to get the missing products in stock, materials and extra delivery.
Assuming the lowest "hidden" cost, a saving of £13,000 per annum could be achieved by eliminating just 10 split orders a week.
- **The additional profits achieved by reacting early to resolving potential sales "gaps" varies massively for each company.**
- Again the savings achieved by being able to review products & customers that could actually be costing you money, varies greatly for each company.

6 What will this cost me?

The cost of an initial HILLINGAR Executive Report is generally between £3,000 and £5,000, depending on your business type and complexity. Follow-up reports, on a monthly or quarterly basis, are discounted to reflect the work load in the additional report. **Supplementary "Deep dive" reports, focusing on specific areas are also available.** A tailored price quotation would be provided.

7 HILLINGAR Executive Report check list of benefits by Business Type

		Manufacturer	Distributor / Wholesaler	Retailer	Service Provider
Business Planning	Budgeting & Target setting	✓	✓	✓	✓
	What If? / scenario Planning	✓	✓	✓	✓
	Strategic Planning	✓	✓	✓	✓
	Finance /Investment Verification	✓	✓	✓	✓
	Growth Management	✓	✓	✓	✓
	Business Risk Index	✓	✓	✓	✓
Cost Management	Stock Reduction	✓	✓	✓	
	Stock Optimisation	✓	✓	✓	
	Stock Spend		✓	✓	
	Operations & Admin Control	✓	✓	✓	✓
Business Monitoring	Sales Prediction / Forecast	✓	✓	✓	✓
	Key Performance Indicators	✓	✓	✓	✓
	Gap Analysis Prediction v Budget	✓	✓	✓	✓
	Promotional & New Products	✓	✓	✓	
	Supplier Support Information	✓	✓	✓	
Business Analysis	Product Performance	✓	✓	✓	✓
	Customer Performance	✓	✓		✓
	Sales Team	✓	✓	✓	✓
	Sales Region	✓	✓	✓	✓
	Key Customers / Accounts	✓	✓		✓
	Margin	✓	✓	✓	
	Store Performance			✓	

8 How long will it be before I see the benefits?

On receipt of agreed historical information, the initial HILLINGAR Executive Report will be delivered within 10 – 15 working days. The main recommendations & savings can typically be initiated immediately.

9 What other benefits do I get?

Having detailed and flexible business information on your future sales, your past performance and optimised stockholding directly helps with:

- Understanding future cash spends on stock & space requirements
- Understanding risks & opportunities within product range & customer base using HILLINGAR'S Risk Index
- Timely resolution of potential sales gaps
- Reviewing, sales area, product range & campaign performance
- Budgeting, target setting and financial forecasting
- "What if?" Scenario planning – understand impact of different actions
- Customer analysis

10 How often do I need to take the HILLINGAR service?

The process is designed to work on an “as needed” basis, so you take the report when you feel you need it. However future trading is never static and information can become outdated very quickly. For the larger or rapidly changing businesses we would recommend moving to a monthly cycle to continually maximise savings. For smaller companies the report could be used as part of the review process every two months or quarterly etc. **“For a company with a 10% gross profit margin, every £10,000 saving is the same as increasing sales by £100,000”**

11 Who else can provide this type of service?

There are many software sellers that can provide forecasting systems and business consultants with projects to reconstruct your business. HILLINGAR is unique in the types of products and services it has to offer - we have the experience, the expertise, the process & the system. You get the savings & benefits and the time to drive your business forward.

12 What other services do HILLINGAR provide?

In addition to our Executive Report HILLINGAR also offers :-

- Refresh & Revitalise existing forecast and stock control processes
- System implementations
- Post acquisition integration
- Planning software sales and support
- If required business consultancy, especially Warehousing, Distribution and S&OP

13 What do I need to provide to make the process work?

An electronic copy of historical sales data, some basic product descriptions, stock data and a small amount of your time so we understand your business. You do not need any software installations or staff training.

14 Why can't I do it myself?

Sales forecasting and Stock control software is readily available from a large number of suppliers. However the initial (and often) high cost of the software license is only the start. Additional costs, such as the implementation, maintenance and internal resources (experienced users to manage the system) add many tens of thousands of pounds to the bill. HILLINGAR provide you with all the benefits of a top of the range software package and 40 years of experience in running these processes – all without the risk and expense of doing it yourself.

15 So why is HILLINGAR refreshingly different?

HILLINGAR was set up by experienced planning professionals so that, for the first time, smaller companies have access to the same skills & savings that have typically only been available to the largest of businesses. HILLINGAR's unique offering brings together the critical combination of experience in planning, technical, business leadership and hands-on-experience that is needed to maximise the benefits of professional planning and stock management.

16 Who do I contact if I have more questions or need more information?

Call Tim Griffiths or Rob Little on 0845 64 34 64 3

17 Can I see an example of a typical report?

Yes, email reports@hillingar.com and sample report will be forwarded to you.

18 So why did you call the company HILLINGAR?

A HILLINGAR is the Icelandic word for a weather phenomenon that bends light, enabling you to see beyond the horizon.