

CASE STUDY

# Iceland Case Study

**Market Sector:** Retail



**Retail**



Iceland Foods first store opened in 1970 in Shropshire. They are now a unique British food retailer with over 900 stores throughout the UK, a further 40 owned or franchised stores across Europe, and a global export business.

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## Background

We asked Iceland's Loss Prevention Manager, Andrew Edwards why outsourcing works for them.

## Why did Iceland require the help of Orridge?

We have an existing provider who does a great job for us, but felt that introducing competition would be a healthy thing to do.

Having reflected on the business ebb and flow with certain initiatives, I felt it was the right time to bring in an additional stocktaking company to further improve and enhance our counting portfolio. Having worked with Orridge previously we began to explore this with them.

*“**Orridge** have been brilliant at taking time to understand our business, adapting to the complexity of our operation. Responsive account management grows trust in the relationship, and we look forward to growing a stronger relationship in years to come.”*

## The Benefits

The impact of e-commerce and the challenges to the labour model have all seen external counting become a key part of our inventory process.

We have many stores operating with longer trading times The main benefits of outsourcing are an improved work / life balance for our store managers. Counting all chambers in one go allows for a clear count view and improved inventory accuracy at the point of count with an independent specialist.

## [Iceland Company History](#)

