



## CASE STUDY: Toyota (GB) PLC

Toyota (GB) PLC is the national marketing and sales company for Toyota and Lexus vehicles in the UK, responsible for all sales, marketing, after sales and customer relations issues nationwide.

The company's headquarters are at Great Burgh, a purpose-built, landmark building near Epsom, Surrey, where all principal operations are co-ordinated by a staff of more than 400 people.

Mutually beneficial, long-term relationships, based on transparency and trust, form the core of the Toyota Group's procurement strategy. They also expect high levels of innovation, flexibility, commercial competitiveness and a professional, yet personal, service. Given Toyota's strong emphasis on the environmental and social aspects of business, robust, proven ESG credentials are essential.

In 2010, MBM Omega was invited to tender for Toyota (GB) PLC's office consumables business. "It was a fantastic opportunity," said James Morton, managing director of MBM Omega. "The RFP requirements meshed perfectly with our business model and philosophy and we were keen to work with a progressive and like-minded company like Toyota where we could quickly demonstrate value and build a strong relationship."

### Significant savings

The RFP covered the usual areas of competitiveness, financial stability, service and the ability to deliver consistently. It also required strong ESG credentials and stressed the need for a flexible, collaborative approach, proactive account management, new ideas and other less tangible, but important, qualities.

In response, MBM Omega was quick to illustrate several areas for immediate savings, and demonstrated how prices would be consistently reviewed and measured to provide transparent, ongoing cost management, leading to savings.

Financial reports would be tailored and bespoke requirements catered for. Consistent high standards would be maintained through a defined service level agreement.

MBM Omega's online ordering system was configured to allow Toyota to control purchasing among their 40+ users while providing a very flexible, user-friendly service. Full training and support is given on an ongoing basis while an annual survey provides valuable feedback on all aspects of the contract.

MBM Omega's approach blended perfectly with Toyota's quest for a supplier who would embrace their core value of Kaizen, or continuous improvement, and the contract was signed.

### Responsive and efficient service

"MBM Omega has been Toyota (GB) PLC's preferred supplier for office consumables since October 2010," said Howard Miles, manager, purchasing services. "After a year of cementing the relationship we had little hesitation in renewing the contract."

MBM Omega provides a highly responsive and efficient service. Key to our decision to extend the contract was their professional account management, competitive pricing, range of products and location. It's important our suppliers have strong ESG credentials. MBM Omega has an extensive range of "green" alternatives and provides active support for our Green Month initiative. Overall, our partnership with MBM Omega has resulted in an improved level of service and a reduction in cost."

Over the years other initiatives have been implemented. For example, deliveries are now twice weekly (with the option of next day and same day emergency delivery if required) enabling Toyota to reduce their carbon footprint. An employee purchase scheme has been implemented. Tailored communications ensure Toyota users are aware of new developments but are not swamped. MBM Omega has enabled Toyota to increase the amount of eco-friendly products ordered leading to a higher percentage of environmentally friendly products used as well as cost savings.

"A great supplier! Always looking forward and looking for opportunities – which we don't always accept, but we appreciate their open and positive approach to business. They listen and then act. They deliver the right product to the right place on time. Errors are few and far between. I hear no 'noise' from the business – which is a good thing.

I like the business model. It's an improvement on what we had previously. Costs are being managed well and we are increasing our use of environmentally friendly products. Am I glad we chose them? The answer is yes."

Howard Miles Toyota (GB) PLC

brighter business