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Youngs to optimise supply chain response times

Young's Seafood has started implementation of forecasting and production planning software through TXT e-solutions to optimise supply chain response times and facilitate accurate planning across its entire business.

The £1m overhaul of its IT systems is expected to halve its long-term forecast error rate and improve the way it serves its retail customers. The project will enable the company to cut waste and ensure retailers get exactly what they need.

"The challenge for us is to maintain high levels of service to our customers by more effective stock management," said Ian Ashbrook, supply chain manager at Young's. "This can only be achieved by moving to an integrated business wide process. Ashbrook said that one of the major benefits of implementing the TXT system was being able to manage both its manufacturing and supply divisions using a single integrated system, which enables management to see, for instance, when production needs to be stepped-up to meet seasonal spikes in demand.

"For Young's, beyond the product capability, the deciding influence on how to take our supply chain forward was based on the pro-active methodology of TXT as a partner, to be able to read between the lines and convert our brief into a solution that fits our fast-growing food business," he said.