

...and supply chain
...TXT solutions
...statistical algorithms
...current sales data and
...forecast of demand

11/05/2009 - Foodvest selects TXT e-solutions to drive supply chain efficiency across Europe

May 09 - Following the successful implementation of Demand Planning at Young's Seafood, TXTDEMAND and TXTPLAN, part of the TXT e-solutions Supply Chain Management (SCM) suite TXTPERFORM, were selected by the Foodvest group to improve its demand forecasting, promotions management and supply chain planning capabilities.

Foodvest, the £1.1 billion food and seafood group, is the parent company of 'Young's Seafood' and 'The Seafood Company' in the UK, and the 'Findus' brand in France, Sweden, Norway and Finland. TXT will provide the Foodvest group with its first enterprise-wide software solution as it looks to build efficiency and further leverage the synergies between the businesses across Europe.



The Foodvest group is a European market leader when it comes to frozen food and seafood products. It sells to both retail and foodservice channels and operates more than twenty factories across five countries. It claims that an extended partnership with TXT will close the gap between its supply chain and business performance, by improving its demand and supply chain planning capabilities, increasing visibility and offering the business more choices.

TXTPERFORM will target efficiency in Foodvest's supply network and help reduce working capital through significantly improved group-wide sales and operations planning (S&OP) and trade promotion management (TPM) processes. TXTDemand is already live in Youngs Seafood and the next step is its implementation in Findus Sweden, along with the first installation of TPM. The improvements of trade spend ROI and showing whether trade spend is contributing to the overall strategic and financial business objectives are areas where TXT excels. TXT also supports an integrated and balanced S&OP process and therefore, demand and supply planning processes. Young's Seafood is now implementing the TXTPLAN module and it will be the first instance where a fully integrated planning solution, from demand planning to factory loading is delivered for the group.

"We are delighted with our new partnership with the Foodvest group," says Richard Nicholas, UK Sales Director. "Following on from the success and results of the implementation at Young's Seafood, we are confident our experience in delivering flexible and easy-to-use solutions will provide Foodvest with the ideal European and enterprise-wide planning solution."

"The successful implementation of TXTDEMAND at Young's Seafood meant TXT was a logical choice for Findus," says Kath Hunter, Supply Chain Director for Foodvest. "It is the first step in synchronising our software solution systems throughout the group to better support our understanding, execution and development of effective business processes."

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