

# A recipe for success ... Food for thought ...



### Background

W4 Foods was founded in 2003 by husband and wife team William & Allison Winterburn. At the core of their mission statement is their aim to distribute good quality deli food that you won't find in the supermarket. From their headquarters, based in Honeybourne, Worcestershire the company has grown since 2003 and now provides a wide range of homemade and local food that is distributed throughout England.

Their range of delicacies includes:

Homemade Salads (Coleslaw, Potato Salads, Hummus etc), Pates, Sandwich Fillings, Sauces, Sponge Cakes; Free Range, Organic and Speciality Eggs; Liquid Egg; Bake-Off Breads; Jersey Creams and Butter; Cooked Meats; Picnic and Meat Pies; Soup; Olives; Loaf Cakes, Traybakes, Flapjacks, Fruit Cakes, Biscuits; Cookie and Cake Mix Doughs; Meringues; Crisps; Drinks

**To assist W4 Foods with their growth and management, W4 Foods required an office and delivery solution to effectively manage their business and provide more in-depth analysis and ease of ordering for their customers.**

William Winterburn, Managing Director at W4 Foods, explains *“We were using an array of different documents to manage our office and delivery schedules. These provided us with the basic information we needed but we were limited as to what we could do with the information. We needed to take the business to the next stage and to do this we decided to invest in a solution that enabled us to manage our sales process.”*

The main issue identified was the significant amount of time that was being spent using Excel spreadsheets and having disparate sources of information that was held in various locations. This caused concern as this system was prone to errors. The key requirement was to consolidate all information into one central repository.

William Winterburn continued, *“The team at Marda worked with us to identify what features we required. They recommended MA Order Man and it has added a new dimension to our team!”*

**For more information about how MA Order Man can benefit your business  
please call 01633 254000 or email [ma@marda.com](mailto:ma@marda.com)**

### Key Functionality

- The software works with specific van rounds and batches.
- The paperwork for W4 Foods drivers, warehouse staff, pickers and loaders is generated automatically.
- Customer orders and preferences are made mandatory to enable ease of ordering for W4 Foods customers.
- Sales history, unique customer prices is made available to the sales team at the click of a button.
- W4 Foods sales team has the ability to create a new set of sales orders based on history and preferences from previous orders. This helps the team to differentiate between stock and make to order items and produces a pre-order report for the manufacturing team.
- Stock sales reports enable the forecasting team to help assess orders for production.
- When the round is complete, sales details are posted automatically into the individual ledger accounts in Sage 50.
- As W4 Foods deal with Head Offices and subsidiary businesses – customer information is able to handle multi locations.
- The software solution has a variety of tailor made reports for W4 Foods senior management team.
- The software also helps W4 Foods keep up to date with driver licensing information, vehicle tax/ MOT dates and ensures the business complies with various legislations.

### The Solution

MA Order Man is one of the most user friendly solutions available on the market today and it has been developed by our in-house development team. The solution is very user friendly and has been modelled on the Windows® front end look and feel and back end SQL database.

The main benefits enjoyed by W4 Foods are the ease of ordering their customers experience, the new solution also avoids data duplication whilst improving efficiency and effectiveness.

### The Benefits

The main benefits from the solution we have implemented for W4 Foods are:

- Increased productivity from not having to duplicate data entry
- Reduced costs due to the time savings - equating to one administration persons full time salary.
- The ability to segment, target and analyse information at Board and user level.

### The impact that 'MA Order Man' has had on W4 Foods business are as follows:

- One central repository for all their information instead of disparate sources of information – this has realised significant cost savings.
- Data duplication has been negated as 'MA Order Man' has consolidated all disparate sources of information into one central system.
- Sales teams can access details on their customers, their account status, their order status at the press of a button, saving time and money.

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