



CASE STUDY

ARTHUR CHATWINS BAKERY

Arthur Chatwin's is a renowned bakery chain with twenty-five bakery and café outlets across Cheshire, Staffordshire, and North Wales. In the competitive food manufacturing industry, an efficient, cost-effective procurement process is essential. Arrow County Supplies helped Arthur Chatwin's transform its procurement process through its innovative ARROW **CONNECT** portal, delivering maximum efficiency and control

"I CAN CONFIDENTLY SAY THAT THE IMPLEMENTATION OF ARROW CONNECT HAS TRANSFORMED THE WAY WE PURCHASE AND MANAGE OUR JANITORIAL PRODUCTS. IT IS A SIGNIFICANT IMPROVEMENT ON OUR PREVIOUS SYSTEM. IT'S A GAME CHANGER FOR US."

Procurement Manager at Arthur Chatwin's Bakery

AT A GLANCE



**25 bakery
and café
outlets**



**Total cost
control**



**21 custom site
catalogues**



**200+
employees**

ARROW COUNTY SUPPLIES

Arrow House, Longden Road, Shrewsbury, SY3 9AE
T 01743 283 600 E askarrow@arrowcounty.com W www.arrowcounty.com

PROBLEM

Ordering janitorial products across Arthur Chatwin's retail sites was previously a complex and time-consuming task. Outlet managers, often under pressure, would frequently order the first available item online rather than the correct product. This lack of control resulted in a significant workload for the Procurement Manager, who had to verify every order for accuracy and pricing. Additionally, managers were unintentionally adding non-approved items to their orders, leading to the delivery of unauthorised chemicals to outlets—posing a serious health and safety risk.

SOLUTION

To address these challenges, Arthur Chatwin's implemented **Arrow Connect**, Arrow's exclusive online portal. **Arrow Connect** provides a range of innovative features that enable seamless, controlled ordering, including customisable site-specific product lists, integrated approval workflows, and built-in management reporting. This ensured greater accuracy, compliance, and efficiency across all retail sites, including:

Improved Data Accessibility

The portal's live reporting dashboard means Chatwins can easily monitor ordering trends and budget compliance across multiple delivery addresses.

Customisation & Control

Setting custom product lists for each retail store ensures consistent, compliant product selection, ensuring 100% compliance with their contract list.

Streamlined Procurement

Arrow Connect's integrated approval workflows means procurement managers can control exactly what each site purchases.

Enhanced User Experience

Store managers find **Arrow Connect** to be exceptionally user-friendly, akin to popular e-commerce platforms, simplifying their order process.

OUTCOME

Implementing **Arrow Connect** has revolutionised Arthur Chatwin's procurement process, delivering significant improvements in efficiency, control, and user experience.

The portal has simplified ordering for outlet managers while providing valuable insights to further optimise procurement. As Arthur Chatwin's continues to grow, **Arrow Connect** is a vital tool in driving their success.

"ARROW CONNECT HAS NOT ONLY SIMPLIFIED OUR PROCUREMENT PROCESS BUT ALSO PROVIDED US WITH VALUABLE INSIGHTS AND CONTROL OVER OUR PRODUCT SELECTION. IT'S A GAME-CHANGER FOR US."

Arthur Chatwins Bakery

ARROW COUNTY SUPPLIES

Arrow House, Longden Road, Shrewsbury, SY3 9AE
T 01743 283 600 E askarrow@arrowcounty.com W www.arrowcounty.com