

WORKING IN STRATEGIC PARTNERSHIP DELIVERS FOR BIBBY AND TOYOTA



BIBBY DISTRIBUTION IS ONE OF THE UK'S LEADING LOGISTICS PROVIDERS, WITH OVER 90 LOCATIONS EMPLOYING OVER 2500 PEOPLE. BIBBY PROVIDE CONTRACT LOGISTICS, WAREHOUSING AND DISTRIBUTION SERVICES FOR HOUSEHOLD NAMES INCLUDING MORRISONS, SAINSBURY'S, KELLOGG'S AND TOYOTA.

TOYOTA EMPLOYS 3000 PEOPLE IN THE UK. IT HAS TWO MANUFACTURING SITES AND OVER 100 APPROVED DEALERS SELLING CARS AND PROVIDING AFTER SALES CARE. IN 2013 TOYOTA WAS NAMED THE WORLD'S GREENEST BRAND.

CASE STUDY: BIBBY TOYOTA



THE CHALLENGE

Toyota had recently extended their parts distribution contract with Bibby Logistics. Nick Graham, Bibby Industrial Director, felt that a new collaborative relationship would unlock more value for both companies. Brathay already had a strong track record with Bibby after delivering two successful bespoke programmes, and as a result were approached to bring together key personnel from Bibby and Toyota to explore synergies and develop closer links between the two.

THE SOLUTION

Brathay designed a three-day Joint Strategy workshop for Bibby and Toyota, to achieve two main goals: define a joint programme to deliver Toyota UK's parts distribution strategy plus build intercompany relationships to bring this programme to life. The Brathay facilitator held one-to-one conversations with participants before the workshop to identify the current stage of the partnership, and how participants were prepared to move it forward. Carefully facilitated workshops revealed more opportunities for collaboration than either company had previously recognised; and immersive activities enabled individuals from Bibby and Toyota to pull together.

OUTCOMES

The blend of strategic planning, mixed with relationship building, made for a powerful combination. The participants from both Bibby and Toyota returned from the workshop with a new sense of collaboration, a transparent and straightforward strategic programme to realise cost-saving benefits and individual commitments from both organisations on how to implement the programme. This led almost immediately to the implementation of new and quicker distribution solutions using Bibby's network to get Toyota parts to their dealers.

"BRATHAY HELPED US DELIVER A MUTUALLY AGREED, TRANSPARENT STRATEGY; AND BUILD THE RELATIONSHIPS TO DELIVER THE PLAN. THE ENVIRONMENT AND STRUCTURE CREATED BY BRATHAY WAS CRUCIAL IN ACHIEVING THE PROGRESS WE DID, IN IDENTIFYING AND COMMITTING TO SAVINGS WHICH WERE NOT PREVIOUSLY APPARENT."

Nick Graham
Bibby Industrial Director
