

7 No Crumb of Comfort for Biscuit Retailer

HQ Gourmet Delights – Meeting between confectionery buyer and head of confectionery department

Mr Sweetman: *“Have the Christmas deliveries arrived yet from Bourbon Inc.?”*

Ms Janie Dodger: *“Yes, but there are problems with the novelty biscuits. The gingerbread Santa’s heads are broken off and the sweet baubles have shaken loose from the shortbread Christmas trees.”*

Mr Sweetman: *“Poor packaging?”*

Ms Janie Dodger: *“Yes as always, and they are trying to stack too many cartons on the pallets.”*

Mr. Sweetman: *“What did Bourbon logistics say?”*

Ms Janie Dodger: *“They say they received our order so late they had to cut corners to get the consignment to us on time.”*

Mr Sweetman: *“We ordered months ago as usual. Hmmm, we were dealing with someone new, something about the old clerk being away or retired. This was the third new person in the last six months.”*

Ms Janie Dodger: *“That shouldn’t affect our order. We’ve had problems with them all round due to staff churning. Don’t you meet up with their Relationship Manager regularly to talk about orders, issues, etc? And I have a few ideas that would save us both money if we got our act together.”*

Mr Sweetman: *“Relationship Manager? Relationship Manager? One minute it’s Rob Hardy from Commercial, the next it’s Suzie Swinger from Sales. They wouldn’t know a Relationship Manager if he was made of oatmeal and coated in chocolate.”*

Ms Janie Dodger: *“Best you get over to Bourbon pronto in the van and raid their warehouse. We have customers’ orders to fill!”*



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