

CASE STUDY
REID STOCKFEEDS



BUSINESS SAVINGS

“DELIVERY IMPROVEMENTS HAVE HELPED US REDUCE DELIVERY FREIGHT COSTS FROM 7% TO 5% OF OUR TOTAL EXPENDITURE. THAT’S A SAVING OF \$880,000 P.A.”

Andrew Snowdon, Chief Financial Officer, Reid Stockfeeds

Reid Stockfeeds has been supplying mixed feed to Victoria’s dairy, poultry and pig farms for 25 years. The company now turns over \$44 million p.a. and is still growing. Reids recently ran a supply chain benchmarking exercise and discovered they were losing money on freight costs. After investigating several solutions, they settled on a Navman Wireless tracking solution from Telstra. Andrew Snowdon, CFO, is extremely happy with the results.



