

# Kingfisher

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**Stanley Chan**  
Sourcing Intelligence Lead at Kingfisher plc

## /ABOUT KINGFISHER PLC

Kingfisher plc is a leading international home improvement company with approximately 1,380 stores in eight countries across Europe. Operating under retail banners including B&Q, Castorama, Brico Dépôt, Screwfix, TradePoint and Koçtaş, the business is supported by a team of 80,000 colleagues delivering total sales of £12.3 billion in 2020.

Kingfisher offers home improvement products and services to consumers and trade professionals who shop in its stores and via e-commerce channels. In 2020 Kingfisher CEO, Thierry Garnier announced its new strategic direction for the business ‘Powered By Kingfisher,’ with a mission is to make better homes accessible for everyone.

## /THE CHALLENGE

Kingfisher’s purpose is to help make better homes accessible to everyone. This means offering the best choice of the latest, high-quality products and services at the best possible prices.

Kingfisher wants to transform the way it tracks and responds to the effects of market volatility on its supplier costs and how they feed through to its products. It is no easy feat when you manage tens of thousands of stock-keeping units (SKUs) across world-class brands and best in class products across multiple international locations.

“One of the key strengths of Kingfisher is its collective buying scales & successful own exclusive brands, currently representing 44% of total sales.”  
Kingfisher strategic quote.

The process required tracking and integrating prices for raw materials used in products as diverse as power tools to shower enclosures supplied by hundreds of different vendors globally.

## /THE SOLUTION

Kingfisher plc undertook a review of how it was impacted by cost price increases from its product suppliers based on cost increases for various materials, including metals, plastics, energy and many others.

This review included the tools and data associated with these processes to determine how it could better identify, anticipate and respond to supplier price changes.

Over six months working with Mintec Analytics, Kingfisher dramatically improved how it identified and responded to CPI associated with changing raw material prices used in product manufacture. It has helped it to:

- Improve clarity across the Group’s spend with current price information and clear visibility of current market prices and any associated Cost Price Increases
- Transform cost analysis and control processes to increase visibility over raw material price changes to ensure greater control over the cost of goods sold
- Increase efficiencies in data analysis to respond more quickly to price increases and benefit from falling raw material prices through timely, open discussions with product suppliers

Access to the broadest range of raw material prices covered by Mintec, ensures that Kingfisher can build accurate cost breakdowns based on each product's crucial materials, whether garden furniture, DIY equipment, or home furnishings.

As a result, Kingfisher has become more proactive in cost control and can better prepare and respond to market dynamics.

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The granularity of raw materials covered by Mintec ensures that Kingfisher can build accurate cost breakdowns based on each product's crucial materials, whether garden furniture, DIY equipment, or home furnishings.

## /ROI

Since implementing Mintec Analytics, Kingfisher's ability to track and react to the impact of market volatility on its suppliers' raw material costs has strengthened. As a result, Kingfisher has managed its suppliers' costs more effectively.

The company also anticipates increased productivity in its buying process with less time spent sourcing and compiling market data and a greater emphasis on efficiencies across its supplier network.

Mintec Analytics provides retailers & manufacturers with +14,000 independent global prices & intelligence tools for food ingredients & soft commodity markets.



### PRICE CLARITY

Strengthen your negotiating power with suppliers with instant access to independent market pricing & data to inform competitive purchasing strategies.



### MANAGE RISK

View price volatility & understand primary cost drivers to better manage risk, assess supply chain impact & identify more efficient alternatives.



### REPORT & ANALYSIS

Self-serve data visualisation tools & bespoke dashboards enhance the way you digest, present & share data with your team or across the wider business.



### WIN BACK TIME

View & retrieve data quickly plus simplify & automate complex modelling & analysis with dynamic reports, custom alerts & comprehensive negotiations packs.



### UNLOCK INSIGHTS

From supply & demand to currency, interest rates & political stability - get birds-eye view of key drivers across your category of interest. Access historic current and forecast views for each.

