

OPERATIONAL EXCELLENCE

THE BODY SHOP - NEW ZEALAND

JO DUNDON: GENERAL MANAGER

The Body Shop New Zealand had to transform their retail operations in order to maximise profit whilst not undermining their corporate and social values. The challenge was to operate more efficiently while maintaining a growth strategy to open new stores.

Jo defined new ways of working for all levels of the business creating a more performance orientated culture. New reporting tools and metrics were introduced to enable informed and timely decision making. Store managers were coached and made accountable for the profitability of their stores, ensuring they managed all cost elements while still maximising customer service and social responsibilities.

Benefits were delivered within the last quarter of the financial year through a reduction in inventory costs and more accurate purchasing. Store profit increased through more efficient operations.