



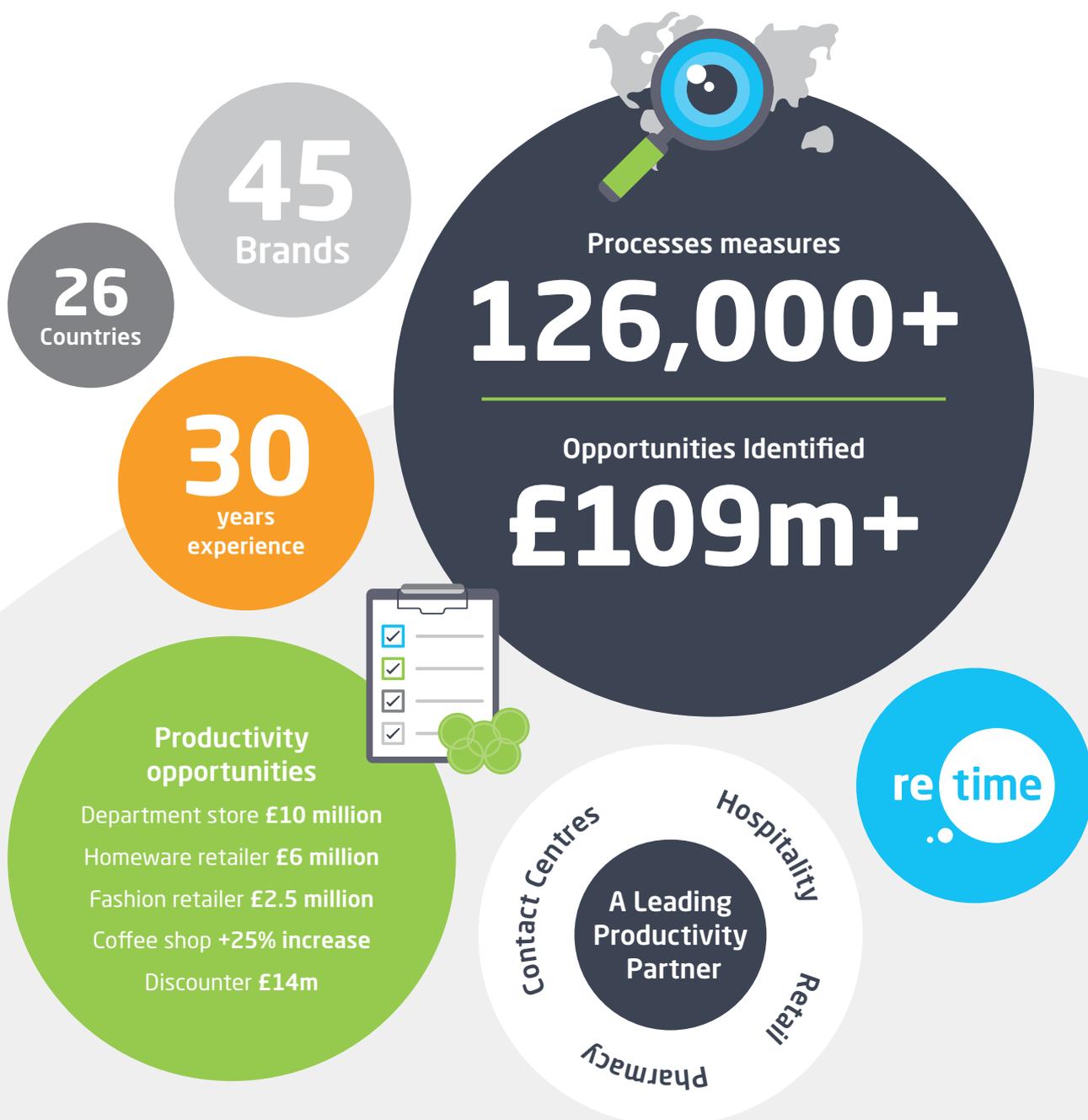
We typically  
save 5% of  
operating costs



# We are ReThink

Combining over 50 years cumulative retail experience working for some of the largest brands in the country, ReThink intrinsically understand every facet of running a business from the bottom-up.

Created back in 2011, ReThink is the brainchild of Simon and Sue Hedaux. After spending many years working in retail and workforce management, the pair spotted a gap in the market. Businesses were caught between strategic targets and operational detail and didn't know how to harness information on their operation to deliver their goals. The ReThink team know how to combine detailed analysis with efficiency study and benchmarking insights to drive value and create lasting improvements.



# How we help

It's never been more important to have an agile cost base in today's rapidly changing business environment.

ReThink uses our experience of supporting businesses to take a strategic look at their cost base and identify opportunities to grow sales and reduce operating costs by typically 5%. We bring a fresh pair of expert eyes, industry benchmarks and best practice to see how you measure up and identify cost saving opportunities.

Brands we partner across multiple markets include Travelodge, Boots, Specsavers, KFC, Costa, Vodafone, Centrepont and more. Saving opportunities are typically from a mix of quantifying lost or wasted time that can be eliminated, processes that can be streamlined and spend on expense items that can be reduced.



**"We really valued ReThink's willingness to share their experience and guide us through a process that was completely new to us. They quickly developed a good understanding of our needs, and suggested positive solutions. We're looking forward to working together in the future."**

**Phil Whittle**

Head of Store Operations at Schuh



# Our services

ReThink use a range of time and motion workstudy techniques to create a rich dataset for analysis and benchmarking. Combined with observation to identify issues not visible in the data, we create a rounded view of operational cost saving opportunities.

Our operational insights and quantified opportunities stimulate strategic discussions and identify quick win options that add up to a robust productivity roadmap.

## Projects we can help with include:

- Efficiency review to identify productivity opportunities
- Role study to create an evidence base for structure review
- Before and after studies for business case validation
- Salary budget modelling to ensure resource allocation matches your priorities



“Refreshing to have a business that delivers on its promises and offers impartial advice to support the business focus around efficiency”

**Leigh Rushworth**

Senior Retail Business Change Lead at Wilko



Wickes asked us to give them an accurate “as it is now” picture of their business to identify opportunities to improve productivity and reduce their cost base.

## What did we do?

- Quantified quick wins and more complex opportunities that required cross functional cooperation to realise
- Suggested store wide improvements to speed up payment time and to free up colleagues from tasks and spend more time with customers
- Provided up to date times for all their store activities (Labour Standards)
- Identified a quicker and easier way to calculate their salary budgets and built them a new budget model
- Reviewed operational aspects of concept tests and made recommendations that were implemented before roll out
- Not only are Wickes up to date, they're better prepared for the future

**“ReThink weren’t afraid to test us and make sure we had the right solutions and options. They worked hard to integrate into our business and we felt like they wanted us to win, together. A thoroughly great team and bunch of individuals - professional, knowledgeable, honest.”**

Head of Lean Operations at Wickes



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