

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS
AS GCE**

F292/01/CS

BUSINESS STUDIES

Business Functions

CASE STUDY

TUESDAY 22 JANUARY 2013:

Afternoon

DURATION: 2 hours

plus your additional time allowance

MODIFIED ENLARGED 24pt

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H₂OFFICE & HOME LTD (HHL)

Nowadays, most people understand the importance of drinking enough water as an aid to healthy living.

H₂Office & Home Ltd (HHL) supplies and maintains water coolers for use in the home, office or factory. Based in Edinburgh, HHL's Managing Director and majority shareholder is Ray McNamara. Other than Ray's wife, Pippa, the only other shareholder is the local water company, which owns 20% of HHL's shares. Since 1993, HHL has grown steadily and has helped thousands of people hydrate, both at work and at home. HHL strives to provide the same sort of personal, local service it gave when the company had only a couple of hundred customers, despite the fact that it is now the largest privately-owned independent company in this industry in the UK.

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Most of the water which HHL uses comes from a source in the Highlands of Scotland. It leases the site of the source from the local water company. This water is collected by tanker and then delivered to the Edinburgh site, as well as to other depots in Birmingham, Ebbsfleet and Leeds. HHL employs over 160 staff across its four sites (SEE TABLE 1 PAGE 6).

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TABLE 1 – HHL'S EMPLOYEES (OCTOBER 2012)

LOCATION	MANAGEMENT	ADMINISTRATIVE STAFF	SALES PEOPLE, DRIVERS, WAREHOUSE STAFF
Edinburgh head office and depot	8	10	20
Birmingham depot	4	6	36
Ebbfleet depot	5	8	32
Leeds depot	4	5	26

According to medical research, only 60% of the population is adequately hydrated most of the time. This affects a person's concentration and health. HHL uses this evidence in much of its promotional literature. As a result of the current preoccupation with health and safety, a growing number of firms feel obliged to provide free access to cool and healthy water for their workers. To do this as economically as possible, they tend to use firms such as HHL to provide, maintain and restock water dispensers across a firm's office and factory space. HHL's prices vary relative to the size of the customer's business. The package includes one water cooler, an agreed number of large water bottles, plastic cups made from recycled material, and a service and sanitisation visit every three months (SEE TABLE 2 PAGE 8). Larger firms, with more than 15 users, can negotiate a bespoke package with HHL at more favourable rates.

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TABLE 2 – HHL’S WORKPLACE PACKAGES

PACKAGE	EXPECTED NUMBER OF STAFF USING THE MACHINE	BOTTLES OF WATER (PER YEAR)	PLASTIC CUPS (PER YEAR)	PRICE (PER WEEK)
Hydrate 30	1–5 users	30	3000	£8.99
Hydrate 50	6–10 users	50	5000	£10.99
Hydrate 70	11–15 users	70	7000	£12.99

HHL has over 5000 corporate customers and, since its service to private homes began four years ago, around 4000 home customers. Last year, HHL had a turnover of £4.8 million with a net profit margin of 8%. At present, Ray estimates that HHL only has a 5% market share in this industry.

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Almost all of HHL's profits come from the corporate sector, which has grown steadily year on year. On the other hand, the private home market is barely breaking even, although it has huge potential growth. Ray has, therefore, set a target of 100 000 private home customers within 10 years. This would potentially generate annual revenues of more than £50m. It would also help Ray to achieve another target he has set the business: to increase the net profit margin to 12% within five years.

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As part of Ray's strategy to increase the number of private home customers, along with his Sales &

Marketing Manager, Nicole Lau, he	85
is looking at some data gained from	
a marketing campaign for the month	
of July 2012. This campaign used	
promotional pricing across four	
different regions of the country (SEE	90
TABLE 3 OPPOSITE). It saw the price	
of a typical private home package	
reduced from the normal price of	
£10 per week. As part of the	
promotion, customers were given a	95
three month trial period where they	
could cancel the contract and get	
their money back if they were not	
entirely happy.	

**TABLE 3 – RESULTS OF JULY 2012’S PROMOTIONAL
PRICING CAMPAIGN**

REGION	PROMOTIONAL PRICE (PER WEEK)	TOTAL NUMBER OF HOME CUSTOMERS BEFORE PROMOTIONAL PRICING CAMPAIGN	NEW CUSTOMERS ACQUIRED DURING PROMOTIONAL PRICING CAMPAIGN	PERCENTAGE OF NEW CUSTOMERS CANCELLING CONTRACT WITHIN THREE MONTHS
South East	£8.50	1170	240	5%
North West	£8.50	310	100	3%
Yorkshire	£8.50	900	not available	16%
West Midlands	£8.50	620	80	20%

“Why don’t we have a figure for new customers in Yorkshire?”, asked Ray. 100

Nicole looked concerned. “I don’t believe the figure I was given,” she replied. “I think it is wrong and the Regional Manager is currently on holiday. I’ll get on to him when he returns and check what the correct figure is.” 105

“Well, never mind. Let’s get on with looking at the three areas we have got the data for,” began Ray. “There’s certainly not any real pattern across the regions is there? Did we do anything special in the North West to get such a big increase?” 110 115

“No,” replied Nicole. “You will remember that we wanted to do this quite scientifically, so we tried to do the same in each region. That mainly involved one half-page advertisement a week in local newspapers and four slots a day on local radio in each region.” 120

Ray considered the data for a little longer until he opened another file. 125

“My concern is that if we are to realise the planned growth in the private home market, we don’t want to do it unprofitably,” he said. “I am quite happy to use the profits from the corporate sector to cross-subsidise the private home market for a while, but ultimately it needs to stand on its own two feet.” 130

As a private limited company, HHL has to produce a basic set of unaudited accounts annually to conform with the Companies Act 2006. These include a profit and loss account (income statement) and a balance sheet (SEE TABLE 4 ON PAGE 14–15 AND TABLE 5 ON PAGE 16). The accounts must be sent to Companies House, an agency of the Department for Business, Innovation & Skills, where they can be inspected for a small charge by anybody. 135 140 145

TABLE 4 – HHL'S BALANCE SHEET EXTRACT
(AS AT 31 AUGUST 2012)

	2012	2011
	£	£
FIXED ASSETS		
Tangible assets	571 102	460 802
Investments (1)	<u>25 000</u>	<u>25 000</u>
TOTAL FIXED ASSETS	596 102	485 802
1 4 CURRENT ASSETS		
Stocks	30 003	21 411
Debtors	633 108	543 678
Cash	<u>290</u>	<u>301</u>
TOTAL CURRENT ASSETS	663 401	565 390
Creditors: amounts falling due within one year	<u>730 019</u>	<u>601 546</u>

**TABLE 5 – HHL'S PROFIT & LOSS ACCOUNT (INCOME
STATEMENT) EXTRACT
(YEAR ENDING 31 AUGUST 2012)**

	2012	2011
	£	£
TURNOVER	4 801 934	4 419 310
Cost of sales	<u>3 111 333</u>	<u>3 021 103</u>
GROSS PROFIT	1 690 601	1 398 207
Expenses	<u>1 234 417</u>	<u>930 122</u>
OPERATING PROFIT	456 184	468 085

Ray is determined to ensure that the accounts show a true picture of HHL's business activities. This is primarily due to his legal responsibility as a company director but also because he is aware of how many different stakeholders of HHL will be keen to inspect the accounts.

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Ray considers the most important stakeholders to be the employees. Many have been with HHL since the birth of the firm; although in recent years the average age of new employees has fallen to the mid-20s. Also, in the last few years, Ray has noticed a growing undercurrent of unrest in the workforce. During the recession at the end of the last decade, HHL managed to maintain growth levels and did not reduce its workforce, unlike many other firms. However, wage rises were only at or below the inflation rate, with pay freezes in 2010 and 2011. Currently, pay rates across the company are, on average, above national rates; however, the work is strenuous and

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few perks are provided – other than 175
a free water cooler for the home! Ray
stresses the importance of teamwork
and ‘getting on with the job’. He tries
to be democratic in his management
style, thinking of himself as a ‘Theory 180
Y manager’. At a meeting with his
Human Resources Manager, Ellen
Wilkins, the true level of the mounting
problems became apparent.

“Just look at these trends,” began 185
Ellen. “Labour turnover rates have
begun to go through the roof at two of
the depots and I am fairly sure there
are more resignations in the pipeline”,
(SEE TABLE 6 OPPOSITE). 190

TABLE 6 – AN EXCERPT FROM HHL'S EMPLOYMENT DATA

LOCATION	LABOUR TURNOVER 2008	LABOUR TURNOVER 2009	LABOUR TURNOVER 2010	LABOUR TURNOVER 2011	LABOUR TURNOVER 2012*	AVERAGE WAGE LEVELS AT HHL COMPARED TO THE REGIONAL AVERAGE
Edinburgh	12%	11%	13%	14%	13%	+19%
Birmingham	15%	18%	17%	24%	43%	–4%
Ebbsfleet	7%	10%	9%	12%	25%	–8%
Leeds	8%	8%	4%	2%	2%	+6%

*** Figures up to the end of October**

“Well, this can’t go on”, replied Ray in a shocked manner. “I have big plans for this business and I can do without any problems such as these. I can’t see why there is such a big difference across the four sites. Everyone is paid the same rate for the same job, regardless of where they work and yet our workers are loyal in Leeds but keep leaving in Birmingham. Nothing has changed recently.”

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One thing which has changed recently is the look of the Ebbsfleet depot. It has had a ‘makeover’ to brighten up the offices and reflect the hydration theme for employees and visitors to the site. The bright blue walls have been decorated with artwork commissioned from a local sixth form college to reflect the healthy hydration message. The layout of the site has also been radically altered, with the office space changed from individual offices to an open plan format. Changes have also been made to the storage and distribution areas of the depot. This has included easier access

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for the tankers delivering the water from Scotland and greater space so that HHL's own delivery vehicles can be loaded more efficiently, with two now being able to be loaded at the same time. 220

HHL has also recently invested in new supply chain management and logistics software at the Ebbsfleet depot. This helps to plan the loading of each delivery vehicle and the best route for delivering water and other supplies each day throughout the region served by the Ebbsfleet depot. At present, a customer rings up the customer helpline in order to request supplies or a service call and the administrative staff put the data into the software program. Eventually, it is planned that customers will be able to enter their requests directly via the HHL website. Currently, HHL states in its promotional literature that it expects a customer visit to take place within three working days of a request being made to the customer helpline; something which the new software 225 230 235 240

**has helped to achieve when compared 245
to the other three sites (SEE TABLE 7
OPPOSITE).**

TABLE 7 – HHL’S CUSTOMER DELIVERY DATA (OCTOBER 2012)

DEPOT	CUSTOMERS SERVED WITHIN ONE WORKING DAY	CUSTOMERS SERVED WITHIN THREE WORKING DAYS	CUSTOMERS SERVED WITHIN SIX WORKING DAYS
Edinburgh	11%	68%	97%
Birmingham	23%	82%	100%
Ebbfleet	52%	96%	100%
Leeds	40%	89%	99%

On a recent visit to the Ebbsfleet site, HHL's Operations Manager, Simon Mbwana, looked at the impact of all the changes with the Depot Manager, Helen Harvey. Simon was particularly looking at the viability of replicating the changes at HHL's other three sites. **250**

"So, how are things going?", asked Simon. "Everything looks very smart and efficient and there are certainly some obvious operational improvements." **255**

"I am quite happy with how things have developed so far," replied Helen. "Things are starting to settle down and the teething problems are being gradually ironed out. Not all the staff have been happy about it, as a few of them have seen their surroundings change and you know how some people don't like change! In my opinion, we still need to make a few more changes such as introducing more teamworking on the shop floor." **260**
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**“I’ll gladly support that”, said Simon.
“But what about the response from
the staff, bearing in mind what you’ve
just said? We also need to think about 275
the short-term consequences of such
a change. Will there be enough work
space to set up these teams? They
generally need more room to operate.”**

**“That’s my other point”, answered 280
Helen. “We could do with cutting
down our stock levels. We have far
too many empty water bottles waiting
to be filled and far too many filled
bottles. They do take up rather a lot 285
of space and often there is a two
month gap between filling the bottles
and them actually being dispatched
to a customer. Then there’s the stock
of the actual water coolers. With the 290
growth in the private home market we
are stocking more and more different
models to give customer choice but
some of them sit in our storerooms
for months on end.” 295**

“I see your argument”, said Simon.

“We just need to remember that the new plastic bottles come from Germany and we never quite know how many empty bottles will be returned on a daily basis from customers. We need to reuse these bottles on both cost and environmental grounds, rather than throw them away. The coolers themselves are a different matter as most of them are manufactured in the UK.”

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“So you will consider my proposals?”, asked Helen.

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“Certainly”, replied Simon enthusiastically. “I am only too happy to consider any proposals which will help to make this company leaner, fitter and more efficient.”

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