

# FROZEN FOOD DISTRIBUTION – CLIENT CASE STUDY



## T. Hanrahan & Sons (Complete Cuisine) Ltd.



With cold store facilities in Limerick, Galway, Dublin and Donegal, fifty-five employees and a fleet of fourteen refrigerated delivery vans distributing frozen food products to hundreds of Irish food outlets, T. Hanrahan & Sons are without doubt one of the leading players in the Irish frozen food distribution sector. The company was founded in Limerick back in 1963 by Tommy Hanrahan when he started out in business with just one van distributing ice cream to local retailers.

The company has grown strongly and steadily over the intervening years by broadening its product and distribution base to meet the expanding needs of the Irish frozen food market. Today T. Hanrahan & Sons carry a wide variety of brand name frozen, chilled and ambient food products and have even developed their own very successful range of convenience foods, branded under the name **Complete Cuisine**, which they supply to food counters in shops, garages, delis and other major catering outlets. The “Complete Cuisine concept” has been such a major factor in the rapid growth of the company during the past five to seven years that it now incorporates the supply of ovens to heat the food as well as distinctive Complete Cuisine uniforms for counter staff.



Finding the right business management software to underpin and promote the company’s expansion was a crucial decision. Financial controller Eddie Hanrahan, Tommy’s eldest son, looked at a number of systems but decided that **Exchequer** – from EuroSoft - was the best overall solution for the business. Eddie knew exactly what the company needed in terms of functionality and features, as well as ongoing support, and Exchequer + EuroSoft ticked all the important boxes as far as he was concerned. The system had to have **multi-location stock control** to manage the stock in the four depots. Hanrahans deal with both sole traders and multiples such as BWG, Barrys and Londis, so the system had to have a **tele-sales module** to efficiently handle the hundreds of phone orders that come in daily from sole traders as well as a **central billing invoicing** option for deliveries made to the branch network of the multiples. The facility to send invoices via Electronic Data Interchange (EDI) to customers that wished to trade electronically was also provided.

Management reporting was, and still is, a major issue therefore the system had to have a **flexible report designer module** that would allow any type of report or Excel compatible file to be created particularly reports on delivery branch sales activity. The facility to **export data from Exchequer to Excel** was also a main requirement. Product tractability is a very important part of the food business and here again the Exchequer reporting system scored very highly. Eddie also needed the option to take payments from customers electronically by direct debit and pay suppliers by direct credit and **Exchequer’s BACS bank direct debit module** fitted the bill perfectly. Labelling product at the loading bay area with the customer’s details before being loaded onto the vans was **crucial to achieving ISO 22000:2004 accreditation** and here again the system was able to fulfil that particular requirement.

**Stores control using portable data terminals** was one of the requirements Eddie laid down from the start and we worked closely with the management and staff of T. Hanrahan & Sons after the Exchequer system was installed to develop a tailor-made solution for this area. The **Stores Control Solution** uses **Unitech HT-630 portable data terminals** to conduct regular stock checks, record product (with temperature readings) as it is being loaded on to the delivery vans and book in new stock arrivals.

Eddie Hanrahan attributes the successful application of the Exchequer solution within his business to *“the range of quality modules available to cover all aspects of our business operations as well as the sheer flexibility of the system. I am delighted to be able to say that Exchequer and EuroSoft have never once failed to deliver an IT solution that we asked for”*.

