



Cooper Hotels

Case Study



Situation

Cooper Hotels is a significant player in the lodging industry with a portfolio of consisting of 21 properties including 17 full-service food and beverage hotels, valued in excess of \$100 million. In today's highly segmented hotel market, Cooper knows it must successfully distinguish itself from a wide array of competitors. As a family owned company with properties from Detroit through the Mid-Atlantic region and beyond, Cooper grows and develops the company by taking advantage of strategic opportunities. One such opportunity was in partnering with Source1 Purchasing.

Before Cooper Hotels began working with Source1 Purchasing, its purchasing was decentralized and there was no bundling of products. By partnering with Source1 Purchasing, Cooper was able to centralize purchasing and "tackle the monster," according to Andy Laubscher, Corporate Director of Food and Beverage.

Solution

When Cooper Hotels began using Source1 Purchasing roughly three years ago, Laubscher had no idea how much he would come to rely on the company and the services they provide. "Source1 Purchasing is extremely customer-oriented and they put themselves in your shoes – they don't just know their job, they know our job!"

Source1 Purchasing helped Cooper Hotels create purchasing specs and standards, which "made everyone's jobs easier," and provided an enormous cost savings. In addition to being able to provide better pricing, Laubscher says Source1 Purchasing also provided Cooper the tools they needed to improve efficiency. "Source1 Purchasing was able to show us purchasing patterns, and increase our profitability."

Success & Surprise

Ordering everything from produce to chef's uniforms, Source1 Purchasing made the purchasing process much easier in the field. Laubscher says the Compliance Reports provided by Source1 Purchasing allows the properties to see how they are performing in comparison to each other and a healthy competition has developed.

"The cost savings has positively impacted our bottom line, but the biggest success – which I couldn't anticipate – was how standardizing our product, and creating the SOP for the people at the hotels, would improve the way we do business."



Source1 Purchasing

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