



BURGER BRANDS
BELGIUM



SUCCESS STORY

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CUSTOMER

Burger Brands Belgium is a young and innovative company mainly known for implementing a new dynamic to the brand Quick and for launching in Belgium the long-expected brand Burger King®.

The process of entering the market and opening the doors to new customers of Burger King® required an agile and optimized management of purchasing processes that will help to overcome the challenge in meeting opening lead times, respecting the budget and managing contractors.

Two years after opening the first Burger King® restaurant in Belgium in 2017, Burger Brands Belgium has partnered with VORTAL to support their business development by providing a leading-edge sourcing and supplier management technology, strengthened with the expertise in the management of construction category. Together with VORTAL, Burger Brands Belgium negotiated a new Burger King® opening in Quaregnon, Belgium, under the proof of concept including the following categories: construction, HVAC, plumbing, electricity, furniture and signs.



PROJECT

The negotiation of the opening of a new Burger King® restaurant in Quaregnon pursued the following goals:

Supplier Scouting & Qualification

This implied the identification of new suppliers across the immense structured data, profile, competencies and qualifications of suppliers. All the suppliers have been onboarded into VORTAL's platform and invited to participate to a qualification process. The outcome of this process was a subset list of qualified and ready to bid suppliers.

Management of RFP & Negotiations

This included the management of a fully electronically tendering process from the dispatch of the RFP documentation and the invitation of suppliers, followed by the submission of offers on-line and VORTAL's analysis of the comparative map in order to identify eventual points of attention and recommendations inside the negotiated bills of quantities. The negotiation process continued with the management of several negotiation rounds and electronic Auction for some categories.

Contract Award

This implied the guidance over the selection and awarding process, by provision of side-by-side comparison, negotiation dynamics and recommendations of the best bids.



OBJECTIVES

Supplier Management

The scouting, categorization and qualification of diverse supplier profiles by the means of eSourcing and Supplier Management solutions, resulted in the identification of vendors that have financial and technical capacity to meet the project's requirements.

Adaptation to change throughout the Bidding process

Constant support was provided to help reduce supplier resistance towards the digitalization of bidding processes. This was done through the promotion of the benefits related to process simplification that on-line sourcing platforms reports, as well as the provision of day-by-day help desk activities assisting suppliers in modernizing a traditional way of submitting offers.

Support to the Negotiation process

The high complexity of negotiation processes driven by the simultaneous negotiation of 6 different categories, was harmonized by structured consultancy and methodical coordination in the analysis of bids and definition of the comprehensive strategy for negotiation. Negotiation of each single category was managed on-line, allowing suppliers to access and revise their previous offer.



RESULTS



34

QUALIFIED CONTRACTORS

The Supplier Scouting & Qualification process enabled to bring on board of the project 34 Belgium-based contractors, that expressed their interest in working on the new Burger King® restaurant in Quaregnon and successfully proved their qualifications and required experience in the HoReCa sector.



-8%

OF COSTS NEGOTIATED

The implemented negotiation strategy of the Quaregnon project, lead to an average reduction of total costs for all categories by 8% in relation to the original prices submitted by suppliers. One of the categories, such as furnishing, brought a 25,6% reduction of total costs by an electronically managed Auction.



23%

SAVINGS VS BUDGET

The most important results in this project were those related to savings, where the final selection of suppliers and awarding decision resulted in the achievement of 23% of savings for all categories in relation to the predefined budget.



NEXT STAGES

After a successful cooperation between Burger Brands Belgium and VORTAL, a solid partnership is established for further negotiations and openings of Burger King® restaurants in Belgium in the following years.



TESTIMONIALS

"On the top of achieving results, such as scouting and qualification of new suppliers, followed by obtained savings during the tender, one of the advantages of the project is that VORTAL has solid procurement processes that allow to lead a project with relatively low support needed from the customer."

In our case, as we have a lean organization we were able to finalize the project without allocating resources."

Giuseppe Tanzarella
Group Purchasing and Supply Chain Manager Burger King SEE S.A.



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