

SuperGroup.

SuperGroup is a distinctive branded UK fashion retailer offering quality clothing and accessories. It operates a multi-channel business through a combination of Cult and Superdry standalone stores, Superdry concessions, e-Commerce and its UK and International Wholesale operations.

The business was founded in 1985 and has since been developed to design and sell a wide range of premium men's and women's clothing under its flagship brand, Superdry, together with other own brands and a number of third-party products which are sold in its Cult stores. Superdry offers an international brand proposition targeted at discerning customers who are looking for stylish clothing that is uniquely designed and well made.

The Omega Resource Group was selected to provide the temporary staffing solution to SuperGroup at its Gloucester DC in 2010. The requirement is to provide labour to support the operation during seasonal peaks and also to take on ad hoc activity to ease spikes in volumes throughout the year.

Omega Workforce maintains a pool of people who have been health and safety inducted specifically for the Gloucester operation. These inductions are carried out regularly by Omega's Account Manager to a template drawn up by SuperGroup. This means that additional resource can be called upon at short notice whenever the need arises. A major part in SuperGroup's success has been the culture and team spirit of its employees. Omega have recognised this and have gone to great lengths to ensure that the temporary employees understand exactly what is required of them both behaviourally and operationally. Immediate backfill is possible from the pool whenever the need arises.

Regular management reporting has meant that the time that senior managers need to dedicate to review meetings has been kept to an absolute minimum. This is particularly relevant during periods of peak activity.

Chris Cook who is responsible for the operation at the Gloucester DC said "Omega have done extremely well in understanding our needs and delivering solutions. We changed supplier during our peak trading period which will always carry an element of risk and we recognise that through their professionalism and focus the change was made without us skipping a beat in the DC."

CULT

株式会社 (しなさい)
Superdry.

surfco
california.