

# Pukka Herbs chooses IFS to maintain 25% year-on-year growth



**Experiencing year-on-year growth of between 25%-30% for the last decade, Pukka Herbs has successfully completed 'Project Morph', its IFS Applications implementation that will allow systems and reporting to scale quickly and flexibly as the global business continues to grow.**

Co-founded by Tim Westwell and Sebastian Pole in 2001, Pukka is a herbal wellbeing company. With a range spanning 42 teas, 56 supplements and five lattes, Pukka Herbs is available in over 49 countries in Europe, Asia, Africa, Australia and North, South and Central America. Last year more than 500 million cups of Pukka organic tea were drunk across the world.

## Scalability for growth

With the company committed to fair trade, sourcing 100% organic herbs and developing sustainable operations, maintaining accurate, real-time visibility of business costs, inventory, processes and sales forecasting is critical. Explains David Anderson, Pukka's Head of Office Projects & IT: "Our expansion meant that we'd outgrown our old ERP system. We knew that we needed to invest in a solution that wouldn't just meet our needs now, but could readily scale and adapt globally in the future. IFS offered us the ability to swiftly make changes and reporting refinements ourselves within the standard solution, with minimal customizations and without having to resort to external resources."

## About Pukka Herbs

Producing organic herbal teas, supplements and lattes, Pukka Herbs exports globally, with the US and Germany as key markets.

Using organically-grown herbs from small farmers in 30 countries, Pukka donates 1% of its sales to environmental initiatives.

Balancing purpose and profit, it is a certified B Corporation and operates under the Fair for Life scheme.

With 110 staff in Bristol, and part of Unilever since 2017, the brand's forecasted revenues for 2019 are £50m.



## Visibility supports market agility

One of Pukka's biggest priorities is to map and effectively manage its complex supply chain, ensuring availability of all the organic herbs it needs. "We closely monitor what's going on around the world, especially around new markets or trends," says Anderson. "Now we can respond faster with an accurate view of stock positions in multiple locations including stock in transit. We can quickly react to high or low sales scenarios by ensuring we have the right stock in the right place at the right time. We can see and plan for new demand—for example, mirroring US trends to bring turmeric to our UK drinks offer."

Pukka uses IFS HR, Finance, Sales, Purchasing and Planning modules, and the benefits have been far-reaching. "The new systemized approach is saving us hours every day," says Anderson. "IFS has definitely allowed our users to accomplish more in less time. Staff can use lobbies to see what needs to be done, improve processes to reduce administration, create electronic documentation and personalize their screens. Managers have a top-level view of activities in their teams with reports at their fingertips. Key partners in our supply chain have also benefited through the automation and integrations we've put in place."

Armed with a clear picture of true cost of sales, Pukka is now making more informed decisions around what it should sell and promote. The IFS purchasing solution allows all purchases to be approved in advance by the budget holder, providing much tighter cost control, reducing unexpected spend and moving administration to the front-end of the process.

## Easy personalization

Staff reaction to the system has been exceptional. "Once users understood how they could personalize the screens and reports used on a daily basis, they loved using it," says Anderson. "One of the important success factors was that the IFS team not only understood what we were trying to achieve as a project, but also understood Pukka itself and its culture."

Operating through Pukka Herbs in the UK and multiple companies held within Pukka Inc. in the US, IFS allows all operations to be managed under one instance in the accounts.

After successfully implementing the core solution, Pukka has recently introduced employee expenses using the mobile app. "The ability for employees to log their expenses when they're sat in the restaurant or when they've just paid for the taxi demonstrates the flexibility," says Anderson.

As a global business, one that both imports and exports, Brexit is definitely the biggest challenge Pukka faces today. Anderson is optimistic. "With the IFS system in use throughout the business, we're in a strong position. We look forward to working with IFS in the future and really seeing where the journey goes from here."

## Benefits seen using IFS

- Flexibility of system to scale with the growing business
- Centralization of data and abolishment of silos
- Time savings on administrative tasks
- Better analysis of product values and costs of sales

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## Find out more

Further information, e-mail [info@ifs.com](mailto:info@ifs.com), contact your local IFS office or visit our web site, [ifs.com](http://ifs.com)

