



# CASE STUDY REPORT - COOPER HOTELS

## SITUATION:

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

## SOLUTION:

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

Source1 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 also provided Cooper the tools they needed to improve efficiency. "Source 1 was able to show us purchasing patterns, and increase our profitability."

## SUCCESS & SURPRISE:

Ordering everything from produce to chef's uniforms, Source1 made the purchasing process much easier in the field. Laubscher says the Compliance Reports provided by Source1 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."



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