



# ● Why choose Viking

# Viking – Who we are

Viking European headquarters in Venlo, Netherlands, since **1990**, starting in the UK with the launch of its first European website, this was a pioneering moment in the office products industry.

Viking **employ over 5,000 people** with all kinds of backgrounds and nationalities. We speak the local language and know the culture. We are proud of our talented employees. Learning & Development is high on our agenda.

The RAJA Group services **19 countries** in Europe and is the European leader in the distribution of packaging and workplace consumables with a **1.7bn € turnover in 2022**

Since November 2021 we have been on a re-build roadmap with investment in our **Digital IT infrastructure** and the development of the **Viking own brand** product ranges across multiple categories, plus a visible presence in the Republic of Ireland.

5/15/2024

**2021  
November**

Viking became part of the RAJA Group.

**RAJA** GROUP

**Viking**

**2010-2011**

Rebranding of the Viking logo for a more modern office solutions supplier.

**1998-1999**

First EU e-commerce website was launched in the UK.

**VIKING DIRECT**  
an Office DEPOT business

**1990-2002**

Viking began operating in Europe; UK, Germany, Austria, Switzerland, Netherlands, Belgium and Ireland.

# About Viking



**500 m €**  
turnover



**140,000 /**  
**16,500**  
products



**8**  
countries  
in Europe



**60,000 m<sup>2</sup>**  
logistics surface area



**1 m**  
customers  
in Europe



**1,500**  
employees



**2**  
warehouses



## Office & contract furniture



## Paper & Labels



## Ink & toner



## Writing & planning



## Facility & Hygiene



## E-business & E-commerce solutions



## Catering & Kitchen



## Personalised print solutions



## Warehouse & Shipping



## Technology



## Organisation & archiving



## Own Brand assortment



# UK – Distribution Centre

**Our UK & IE Head Office & Distribution Centre is based in Leicester, ideally located to service the whole of the UK**

- ✓ Newly opened DC in Dublin enabling us to service Ireland with next day delivery.
- ✓ Through solid and reliable relationships with our supply partners, we ensure market-leading performance in nationwide order delivery – currently achieving 98.5% on-time.
- ✓ Automated warehouse with the ability to switch to manual pick for greatest efficiencies when required.
- ✓ Self-sealing packaging for secure, sustainable delivery. Over 14,000 products in stock, client specific stock, sourced, stocked, and distributed.
- ✓ Ecovadis & ISO accredited - Focused on delivering sustainable products and services.



# Leicester Distribution Centre

We have a dedicated quality assurance team that continuously monitors delivery performance through a unique measurement system - covering the order end to end process including:

- ✓ Receipt and processing of orders
- ✓ Availability of goods
- ✓ Release of orders for goods removal
- ✓ Removal and packing of goods
- ✓ Delivery

Leicester Distribution Centre:



28,770m<sup>2</sup>



1,695,929  
orders



Currently achieving  
98.5% on-time



10,700  
Products in stock



4,181,438  
Parcels delivered



Orders picked via automated  
and 'Pick by Light' systems



# Roadmap of the service provision



## ACCOUNT MANAGEMENT

Your Account Manager will design solutions tailored specifically for you - through on-going reviews to **deliver agreed continuous improvement strategy.**

## TOTAL COST OF OWNERSHIP

We will work with you to determine direct and indirect costs and create an ongoing plan to identify areas where **savings can be realised.**



## CONSOLIDATION

We will help you consolidate purchasing across multiple product and services categories, delivering a true "tail-end" and indirect service; **with one order, one ordering interface, one invoice and one delivery!**



## E-COMMERCE

Simple, flexible and fully customised online ordering platforms, designed and managed by **our in-house e-business team** specialising in electronic trading.



## LOGISTICS & DELIVERY

By leveraging our solid relationships with **our logistics partner**, we ensure market leading order delivery efficiency.



## CUSTOMER SERVICE

Our expert **UK customer services** team will work with your Strategic Account Manager to provide help and support and ensure total customer satisfaction.

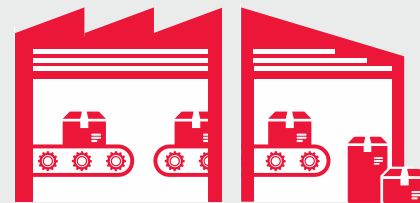
## SUPPLY CHAIN

Our experienced supply chain team will manage your stock from sourcing to warehouse management, storage and delivery from the **Leicester Distribution Centre.**



## 30 DAY MONEY BACK GUARANTEE

**Buy with confidence**, knowing we provide a 30-day money back guarantee returns/collections service.



## NEXT DAY DELIVERY

Our extensive distribution network ensures that most online order products are **available on the next day.**

## REPORTING

**Tailored regular reporting** so you stay in control of your budgets.



# Environmental & Social Governance

As a leading player in its industry with a strong ethical culture and a profound awareness of its responsibility to society and the environment since its creation, the RAJA Group has formally established its CSR commitments.

**These commitments involve the Group employees, customers, suppliers and other stakeholders, and are built around 7 focus areas:**

- Working to achieve net zero by 2050
- Developing our responsible purchasing approach and eco-friendly product offering
- Guaranteeing excellence in our customer relations and customer service
- Investing in our human resources, promoting quality of life and safety in the workplace
- Encouraging ESG initiatives among our partners
- Ensuring ethical and responsible business conduct
- Reducing the environmental impact of our activities



INVESTORS  
IN PEOPLE | Silver







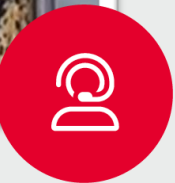
**Why partner with Viking?**

# We deliver the difference

## Experienced Strategic Account Management

– Supporting your procurement team to drive through cost and efficiency savings.

- ✓ Compliance – Stakeholder contract training to ensure maximum value
- ✓ Ongoing financial improvements – Core/Product Rationalisation and Consolidation
- ✓ Price management
- ✓ Client specific stock challenges and back-order management
- ✓ Account Reviews and M.I
- ✓ Product innovation
- ✓ Internal operational processes/ Warehouse/ Data Management / E-Procurement
- ✓ “Hands on” approach dealing with stakeholders daily, escalating queries internally
- ✓ Capacity and resource
- ✓ Flat Management Structure = effective, quick change as required



**Viking aims to serve as an extension of your procurement team, being your primary point of contact for assistance with office products, freeing you to focus on your core business.**

# Fault Free Customer Experiences



## Dedicated Customer Service Team

Viking recognise that our most experienced customer service team members should support our most valuable accounts.

- ✓ UK based, customer service team
- ✓ Proficient understanding of your processes and restrictions
- ✓ Product queries
- ✓ Returns, Investigate deliveries
- ✓ Product recommendations
- ✓ Escalations
- ✓ Working within customers service level agreements



## Your Account Support Executive - Hema Luharia

An additional level of escalation security for our customers, Hema works for the senior sales team, supporting customers when their dedicated account manager is on holiday or out of the business. Hema reports directly to the UK Sales Director and can deal with urgent queries and escalations.



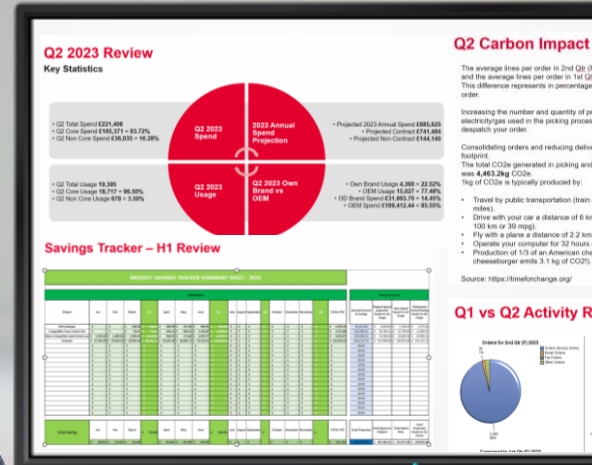
Hema Luharia

**We understand, people like to talk to people! Someone who is available at the end of the phone with a wealth of product knowledge and who is familiar with your account.**

# Receive Comprehensive Management Information

We provide you with various reports which you receive whenever you wish:

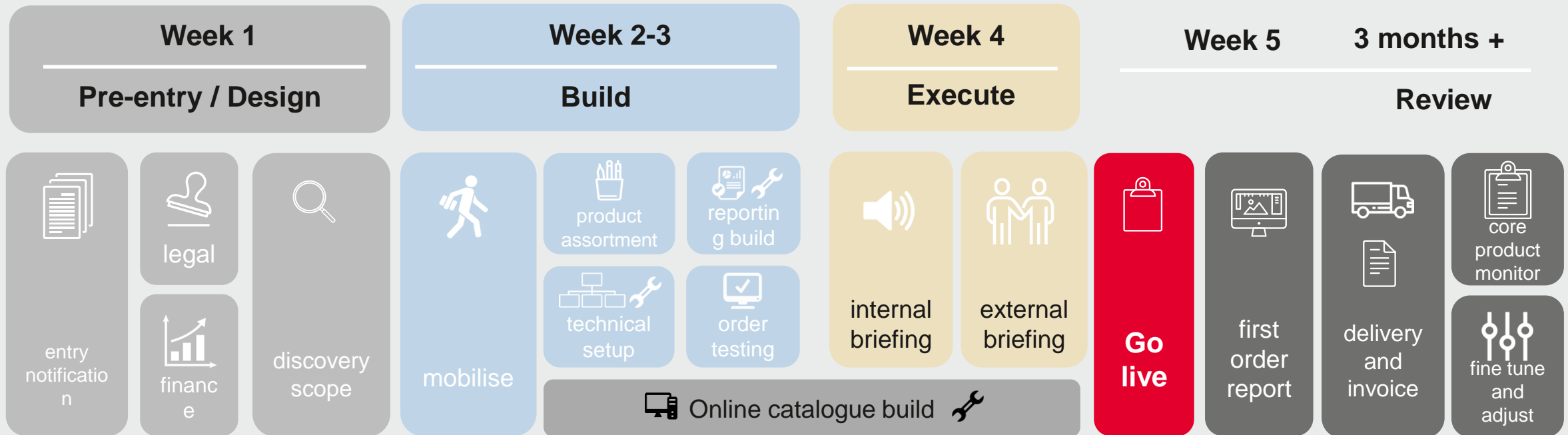
- ✓ Management report
- ✓ Purchase reports  
- also per location
- ✓ Invoice list
- ✓ Delivery performance reporting;  
also called OTIF reporting
- ✓ Returns reports
- ✓ Sustainability reports  
(assortment management  
CO<sup>2</sup> footprint)



# Benefits of a Viking Partnership

Simple, seamless implementation and continuous improvement plan

Timelines to suit you



# Benefits of a Viking partnership



**All we need from you ...**

**Timelines to suit you**



**Delivery  
addresses**



**Accounting  
fields**



**End-user  
information**

# Summary

- ✓ Viking has exceptional loyalty and expertise across the organisation with 134 colleagues with over 10 years service
- ✓ Flexible, lean structure which encourages “no barriers” to communication and engagement at all levels of Team Viking
- ✓ Structured, on-going continuous improvement strategic plan led by experienced Account Manager, to continue rationalisation based on real time data - measurable, accountable actions and results using the Strategic Account Plan methodology
- ✓ Viking commit to supporting you as we look to drive cost out of your day-to-day operations as we provide rationalisation, multiple levels of cost/spend control and the opportunity for consolidation
- ✓ Proven hard and soft cost savings will be delivered through the consolidation model of both costs and processes
- ✓ Viking is unique in this industry – with capacity to integrate your demand, and manage increased demand at peak
- ✓ Our Core Value: 1 order, 1 delivery, 1 invoice
- ✓ Ongoing rationalisation of SKUs
- ✓ Commercial improvement plan over the contract period
- ✓ Sustainability CO<sup>2</sup> reduction initiatives



**Thank you for your attention**

**For all enquiries, you can reach us at**

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