

Case Study 3 – Gnewt Cargo

Founded in 2008 Gnewt Cargo uses the concept of micro-consolidation centres combined with a zero-emission fleet consisting of electric vans, electric scooters, and electric-pedal assist cargocycles to deliver a unique last mile logistics solution for clients in city centres thereby reducing emissions and having a positive impact on the environment they operate in.



2012

Turnover: £523,000

Full Time Employment: 34

Part Time Employment: 0

2013

Turnover: £765,000

Full Time Employment: 46

Part Time Employment: 0

Delivery: A key piece of work for Gnewt Cargo has been the development of a forecasting and pricing model for working with new clients. This involved two members of the Deloitte team working closely with senior management at Gnewt over a two week period. They also undertook an operational breakdown piece to look at the strategic plan for the business over a five-year horizon, broken down with targets and key deliverables.

Deloitte were also able to leverage their relationship with law firm Hogan Lovells to get pro bono legal support for their partnership agreement with the builders of Gnewt's new electric vehicle. Gnewt have also worked with programme delivery partners Matter&Co. through the programme to develop a one pager that can be used in pitches to clients.

Impact: Pricing in logistics is notoriously complex, so the forecasting and pricing model has been a huge help for Gnewt to ensure they are profitable and impactful. The operational breakdown piece has been particularly valuable, both internally in making sure that everyone understands the strategic direction but also externally – Gnewt sent a copy to one of their biggest clients who are now interested in investing in their future growth, which given the importance of scale in their industry is invaluable. Deloitte have also been able to introduce Gnewt to their retail clients opening up potential new business avenues for them. The one pager developed with Matter&Co is widely used and has already won them new business, contributing to their impressive growth this year.

Future: The Pioneers programme has helped clarify the future direction for Gnewt. With their plan for the next five years now in place they have a clear idea of what needs to be done to achieve the growth they've forecasted, and are confident that the structures and processes put in place will allow them to achieve these.

www.gnewtcargo.co.uk

“Brand awareness and association with Deloitte will continue to be beneficial. The forecasting and financial modelling we have worked on together will have lasting impact.”

- Matthew Linnecar, Founder/Director, Gnewt Cargo