

Challenges:



Coping with unemployment and a stagnant or negative economy is one of the significant challenges faced by Cooks Blinds & Shutters Ltd. If people struggle in the outside world, they tend to spend less and tighten their purse

strings. Although the company sells luxury items, there is still a need for replacement, and some customers purchase upgrades. However, during a slow economy, the company experiences fewer enquiries, sales, purchases, and installations. During these difficult periods, the business must retain its skilled workforce, which comes at a cost. The COVID-19 pandemic was particularly challenging, with domestic customers closing their doors to businesses entering their homes for surveys and quotations.

Lowering the company's carbon footprint is another challenge, as leading construction companies require evidence of change in their supply chain when tendering for work. The main benefits of improving sustainability are to drive innovation, improve competitiveness, strengthen investor confidence and credibility, and increase the appeal of Cooks Blinds & Shutters Ltd's products to employees and purchasers. However, changes often lead to concerns about increased costs, access to funds, and competitive position. The company must balance these concerns and respond with a forward-thinking approach to reap the benefits without putting the business at risk.

Impact:

Increased awareness of sustainability issues: The main impact of the Supply Chain Sustainability School has been to bring awareness within Cooks Blinds & Shutters Ltd of various sustainability issues and how these relate to the business. This awareness has brought about a better, positive and can-do attitude towards sustainability.

The School has encouraged the company to ask questions such as "How can we do this better?" and "How can we be more environmentally aware?" This mindset is especially critical when working on larger contracts, as their actions have a more significant impact. For instance, one piece of access equipment used on a site may become multiple access equipment vehicles required on a larger project. Therefore, when looking to improve their carbon footprint and minimise pollution, having greener options for access equipment can be beneficial many times over.

Impact of e-Learning modules on green business practices: The e-learning modules provided by the School offer a variety of short, medium, and in-depth videos that are easy to incorporate into daily work schedules. The impact of these modules has been to raise awareness and provide a greener and more climate-friendly approach to their business practices.

Fact box



Company

Cooks Blinds & Shutters Ltd

No of employees

80

HQ

7 Burnet Road

Website

Cooksdoors.co.uk

Main contact

sales@cooksdoors.co.uk

Services

Manufacture, supply & install
Industrial doors, shop & garage
doors, security products,
internal & external sun blinds,
cubicle tracks and curtains

About

Cooks Blinds & Shutters Ltd provides interior and exterior furnishings for commercial and domestic premises. Established in 1965, the family enterprise offers a wide range of products and services in East Anglia and beyond and operates a 24-hour call out service for emergency repairs. Cooks prioritises safety and efficiency and subscribes to various industry memberships.

Value gained:

Sustainable competitive advantage: Membership of the Supply Chain Sustainability School has been valuable for Cooks Blinds & Shutters Ltd in terms of acquiring new business and sustaining existing relationships within their supply chain.

As the world changes and the company seeks to improve its carbon footprint, so do their suppliers. When tendering for work, the company must offer a greener way of working to remain competitive. Therefore, it is essential to have the correct ethics in place for suppliers to prefer using Cooks Blinds & Shutters Ltd over their competitors, which creates a motivation for everyone to strive for sustainability. The School has played a significant role in raising awareness in-house and exploring sustainability issues, which puts the company in a better position to compete for future projects.

Future proofing:

Cooks Blinds & Shutters Ltd intends to continue exploring more areas of the Supply Change Sustainability School and how it can further benefit their business moving forward. The company recognises the value of the School and intends to pass it on to their supply chain, including current suppliers and subcontractors who may not be aware of the benefits it offers. This move aligns with their commitment to promoting sustainability throughout their supply chain and making positive contributions to the environment.