

Case Study

Student placements – access to short term resource: Just Kampers Ltd

Key Facts

- Just Kampers is a web-based mail order company specialising in parts and accessories for VW Camper vans and Beetles.
- Summer Enterprise Experience & Discovery (SEED) is an innovative, project-based internship scheme for University of Reading students which gives local employers access to a resourceful pool of talented students, whilst simultaneously providing students with valuable business based work experience.
- Just Kampers has been based at the same location for 10 years and has out grown its warehouse. Delivery schedules, racking structures and layouts are ineffective, resulting in sub optimal productivity. Just Kampers needed to readdress supply chain and storage solutions.
- The SEED internship resulted in the successful restructuring of the Just Kampers warehouse, a reduction in external storage expenditure and a saving of up to 40% on employee's time spent walking and searching the warehouse, increasing productivity.
- The successful 2008 SEED internship led to Just Kampers hosting 2 Knowledge Transfer Partnerships projects.

The Partner

Just Kampers is a web-based mail order company specialising in parts and accessories for VW Camper vans and Beetles. The company are able to offer a wide range of products and has an interactive website for ordering parts, forums, chat rooms, social networking, technical tips, news and events listings, as well as a free marketplace where goods can be bought or sold for free.

Just Kampers are expanding and developing their range, incorporating further models into their portfolio and in 2008 launched JustBeetles.com. Just Kampers also has a sister company Amazing Outdoors, which specialises in camping equipment and accessories for the owners of caravans and motor homes.

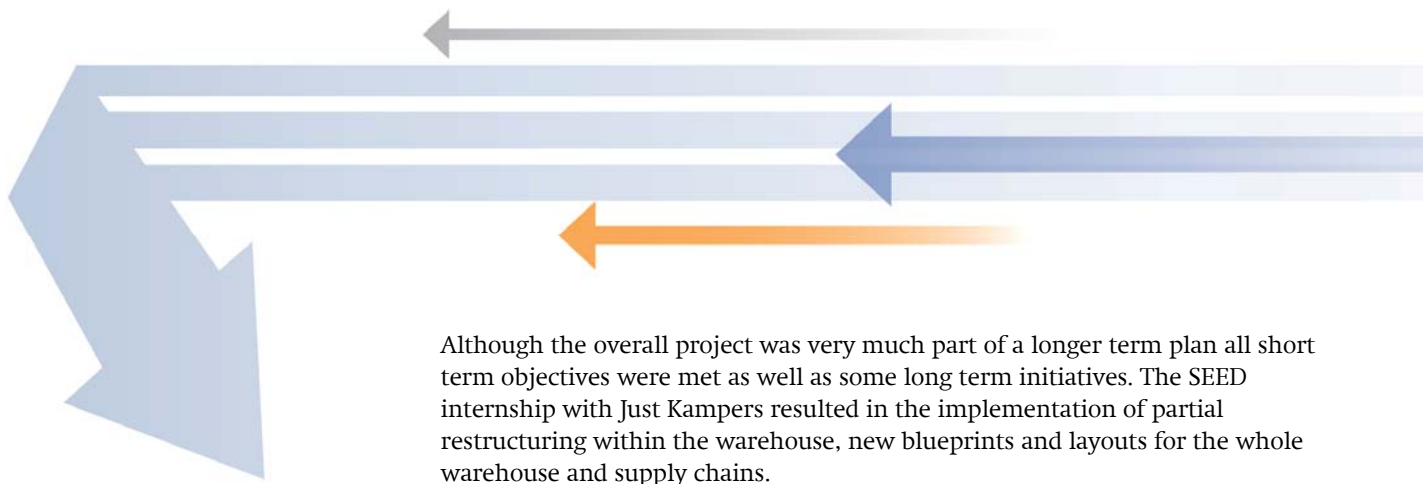
The Challenge

Just Kampers has been based at the same location in Hampshire for 10 years and, as the business has grown and expanded, it has spread absorbing neighbouring businesses and plots until finally running out of space. The company is unable to hold a sufficient amount of stock, with the present stock not affectively stored. Delivery schedules, racking structures and layouts are ineffective, resulting in sub optimal productivity.

Solution

Summer Enterprise Experience and Discovery (SEED) is an 8 week summer internship scheme from the University of Reading which provides talented and enthusiastic students to local businesses and enterprises. Each student undertakes an individual and business specific project. Previous projects have included website design, creating marketing plans, setting up IT systems, scientific research in commercial field and environmental audits.

The Careers Advisory Service at the University co-ordinates SEED to give local employers, requiring additional help, access to a resourceful pool of talented students, whilst simultaneously providing students with valuable business based work experience.



Although the overall project was very much part of a longer term plan all short term objectives were met as well as some long term initiatives. The SEED internship with Just Kampers resulted in the implementation of partial restructuring within the warehouse, new blueprints and layouts for the whole warehouse and supply chains.

Benefits to the Partner

In exchange for a one off management fee, the University oversaw all of the project administration, including recruitment of student, provision of a training allowance and a finale to showcase the project.

The SEED student's restructuring plans and redistribution of stock have saved up to 40% on employee's 'searching time', ultimately increasing productivity, saving money and ensuring a boost in staff morale.

The warehouse restructure has also meant that less stock is stored externally resulting in a reduction in off-site storage costs.



'We have been most impressed with the quality of the student, in particular with his ability to take on board the requirements of the project and work with the minimum of supervision.'

Maggie Gilmour
Just Kampers

Benefits to the University

SEED internships help the University of Reading engage with local businesses and provide placement opportunities for a wide range of students.

The scheme also assists in the improvement of employable skills and 'real world' experience for University of Reading students.

Interaction with the company has resulted in 2 successful Knowledge Transfer Partnerships projects.

University of Reading

The University of Reading is a world-class research-intensive university covering a broad spectrum of disciplines across the Life and Physical Sciences, Arts and Humanities, Social Sciences and Henley Business School. Areas of particular strength include: Climate Systems Science, Preventative and Therapeutic Health Sciences, Sustainable Construction and Environments and Computational Science and Informatics.

The University works with businesses providing support for research and development, as well as access to expertise and equipment to solve business challenges. To find out how you can access the leading minds at the University of Reading please contact our Knowledge Transfer Centre.