



# La-Z-Boy Furniture Galleries

"OUR PARTNERSHIP WITH RYDER IS EXCELLENT ... OUR DRIVERS AND WAREHOUSE PERSONNEL ARE VERY HAPPY WITH THE SERVICE THAT WE RECEIVE FROM RYDER. AND, FROM A BUDGET POINT OF VIEW, THERE ARE NO HIDDEN COSTS OR SURPRISES AT THE END OF THE MONTH."

Cam Davidson  
President

## INDUSTRY

- RETAIL FURNITURE

## COMPANY

- DAVIDSON'S LA-Z-BOY FURNITURE GALLERIES

## CHALLENGES

- HIGH COST OF FLEET MAINTENANCE AND REPAIR
- HIGH DRIVER TURNOVER
- TOO MUCH TIME SPENT HANDLING TRANSPORTATION ISSUES

## SOLUTIONS

- IMPLEMENT A FULL SERVICE LEASE TO BRING ESTABLISH FIXED COSTS AND MAXIMIZE VEHICLE UPTIME
- RYDER FULL SERVICE LEASE INCLUDES MAINTENANCE, REPAIRS, TRUCK SUBSTITUTION AND DRIVER TRAINING
- RYDER PROGRAM MAINTENANCE FOR SEVEN COMPANY OWNED VEHICLES

## RESULTS

- CLEAN AND RELIABLE VEHICLES
- PROFESSIONAL, WELL-TRAINED DRIVERS
- BUDGETED MONTHLY FLEET MAINTENANCE COSTS

As everyone who keeps an eye on the economy knows, Calgary today is the hottest growth market in Western Canada. From its early years as the beef capital of the country and sporting its Stetson hat, Calgary has gradually hung up its cowboy duds and started wearing business suits during the last few decades of the twentieth century. Rapidly taking on the character of a trailblazer to the new frontier of energy development, it attracted both national and international oil and gas companies to move their headquarters into the shiny new high-rise towers in the city core.

Now, Calgary is the northern hub of a dynamic industry committed to developing North American continental energy self-sufficiency. The influx of thousands of additional new workers and technical specialists required to bring these projects to life also creates opportunities for more new entrepreneurs to supply a wide variety of goods and services.

Population growth accelerates the demand for new housing, and their furnishings. So retailers, like Davidson's La-Z-Boy Furniture Galleries, are in a rapid expansion mode. Already operating two retail showrooms at

opposite ends of the city, 



# La-Z-Boy

## Furniture Galleries



### RYDER KEEPS DELIVERIES ON TIME WITH RELIABLE TRUCKS AND WELL-TRAINED DRIVERS.



a new distribution centre and head office building are under construction, doubling the size of the current warehouse, to handle this growing business.



A key element in the success of President Cam Davidson's expansion program is the smooth and reliable operation of his company transportation fleet, which moves products from the warehouse to the retail showrooms, in addition to delivering orders to customers' homes. At one time, the transport wing of his business was his biggest headache. His vehicles were not being adequately serviced and were constantly breaking down, while his driver turnover averaged up to three per annum. His fleet of company owned vehicles includes 3 service vans, 3 delivery trucks and 1 cube van, which are kept busy all the time. Customer service is a top priority and he was keenly aware that he had to overhaul his delivery system. It was taking up too much of his time and costly vehicle repairs were straining his budget.



He tried outsourcing his deliveries to a trucking company, but they soon caused more problems than his own fleet did, and their costs kept rising. So, in desperation, he reverted to running his own fleet again. But that just brought back all the old headaches.



Then, out of the blue, Ryder's Calgary area Customer Development Manager, Fintan Mealia, contacted him and offered a number of options for him to consider. After doing a cost analysis, he agreed to pilot a Full Service Lease with a Ryder 24 ft. straight truck. This

worked well, and he expanded the lease to cover a second similar truck to service his second retail showroom.

Now Ryder supplies their two vehicles, and also maintains and repairs all seven Davidson vehicles. Ryder provides training to their drivers, and has backup vehicles available whenever they are needed, all for a comprehensive pre-determined budgeted price.

Cam Davidson no longer has to worry about the transportation factor in his business operations. He can concentrate on forward planning, secure in the knowledge that his trucks are clean and reliable, his drivers are well trained and courteous, his costs are under control, and his customers are getting excellent service.

In fact, he can now enjoy taking a little time out, once in a while, to put his feet up and relax in his favourite La-Z-Boy recliner. Just like his satisfied customers!



Always Thinking

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