

Kraft Foods

Food Services Company

Client Needs Analysis

Kraft was faced with a budget crunch and severe time restraints to find a mover capable of planning the project and moving 2,000 employees to their corporate headquarters over 13 phases.

PROJECT LOCATION:

- NORTHFIELD, IL

Boyer-Rosene Moving & Storage

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Kraft Foods Sprawling Northfield Campus

Kraft foods, headquartered in Northfield Illinois had a unique problem. They had decided to relocate almost 2,000 employees from several suburban locations to their recently enlarged corporate headquarters, but they were running out of time to select a mover, and they were running out of budget to accomplish a large-scale move. Kraft assembled an internal team to develop an RFP and select a mover to handle the project. With less than a month to go until the move began, Boyer-Rosene was selected from a long list of bidders due to the size of Boyer's workforce, the experience of the project team, and the competitiveness of the proposal. Boyer-Rosene's project managers quickly kicked into action, and met with Kraft personnel to carefully plan the 9 week-long, 13 phase move. Site visits, employee training, and move coordination was required at each facility. Boyer-Rosene was able to provide training materials in print form, a customized web site, and via CD-ROM presentations to accommodate the needs of the large quantity of employees to be relocated.

The move was completed on time and budget. As the only mover in Chicago that owns it's own fleet of Rentacrate brand crates, Boyer-Rosene was able to develop a cost-effective "crate recycling" program. Crates were quickly moved from one facility to the next allowing for the most efficient schedule of packing and unpacking. Careful planning and proper use of equipment allowed Boyer-Rosene to meet Kraft's needs for precise scheduling, and affordability.



BOYER-ROSENE
"We Move . . . Chicago!"