Preptorum

PELLBROOK & MARR: COMPANY PROFILE

EXAMPLE PACK: PELLBROOK & MARR
DOCUMENT 01
FICTIONAL · NOT A REAL COMPANY

Fictional UK retailer · Continuity pack document 01

> **FICTIONAL EXAMPLE CONTENT – Pellbrook & Marr is not a real company.** All details below are invented to illustrate a continuity pack. Any link or email address in this pack uses the reserved documentation domain pellbrook-marr.example.

AT A GLANCE

ITEM	DETAIL
Name	Pellbrook & Marr (fictional)
Type	UK retailer of homeware, clothing and gifts
Channels	High-street shops (example: 140 stores in 9 regions), an online store, and click-and-collect from every store
Warehouse	One central warehouse serving stores and online orders, running early, late and night shifts in peak
Head office	One head office, with a support centre for stores and customers
Infrastructure	Online store and order management on AWS; corporate IT on Azure and Microsoft 365; tills (EPOS) and store systems on the company's own estate; warehouse management system (WMS) at the warehouse
Payments	Card terminals in every store, connected to a payment provider over the payment network
Key outside parties	Payment provider, delivery carriers, suppliers, cash collection company, cloud providers, landlords and shopping centre managers

WHAT MATTERS MOST IN A PEAK-SEASON OUTAGE

Pellbrook & Marr's main exposure is **losing the busiest trading weeks of the year**: full shops that cannot take payment, online orders that cannot be fulfilled, and a warehouse that cannot see what to send. The order of priority in any outage is:

1. **Keep people safe.** Staff and customers first, including crowded stores.
2. **Keep the shops open.** Take payment by cash, and by card offline where allowed.
3. **Stop the damage spreading.** Contain a cyber attack before restoring anything.
4. **Hold online orders, honestly.** Pause new orders and tell customers what is happening.
5. **Keep stock moving.** Pick and dispatch from the warehouse on paper.

RECOVERY TARGETS (ILLUSTRATIVE)

CAPABILITY	TARGET (EXAMPLE ONLY)
Every store told what to do	Within 15 minutes (example)
Stores trading on cash and offline card	Within 15 minutes (example)
Online orders paused with a customer message	Within 30 minutes (example)
Warehouse picking on paper	Within 1 hour (example)
Tills, online store and WMS restored	Depends on cause; manual working continues until then

Document owner: Head of Operational Resilience (role). Review: quarterly (example), before every peak season, and after every incident.