

Enterprise Resource Planning (ERP) System for Beverage Manufacturing & Distributing Companies

Serengeti Breweries increases its overall productivity
and ROI with Enterprise Resource Planning System

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Customer Profile

Serengeti Breweries Limited is one of the leading breweries manufacturing & distributing company in Tanzania. Established in 2000, Serengeti Breweries is headquartered in Dar es Salaam and has various warehouses across Tanzania. East African Breweries Limited owns 51% of Serengeti Breweries Limited.

Business Situation

Serengeti Breweries was operating its business with the help of several disparate software programs which became a challenging and costly affair to maintain & share information and ensure data integrity across the organization. Added to this was technology platform in use at Serengeti, which was serving the current need but was not scalable or responsive to fast growing needs. The challenges associated with disparate systems were spread not only across finance department but also across all departments in the organization – sales, marketing, manufacturing, purchasing, services, etc. These disparate systems also affected interdepartmental collaboration & communication resulting in major gaps in visibility of Serengeti's operations. All these challenges were impeding Serengeti's ability to meet customer expectations and deliver products on time.

As most of Serengeti's business is export driven, Serengeti wished to have a system in place that will integrate all the information and departments across the organization; support Serengeti's future growth & expansion plans; keep an eye on all the critical areas of operation and provide real-time data to management to make better decisions that will in turn increase the productivity, profits, reduce costs and save time.

Solution

As the existing systems lacked the scalability to meet future growth needs, Serengeti engaged Techno Brain, to implement a comprehensive enterprise resource planning (ERP) system that will integrate systems across all departments of Serengeti – Finance, Sales, Marketing, Manufacturing, Purchasing, Services, etc. Serengeti through this system wanted to be able to produce the costing of their finished goods in the same procedure as they were doing with their existing system. Their main requirement was customization of empty / full bottle handling, bill of materials and first-in-first-out (FIFO) costing, customer pricing contracts, and goods received tolerances. Other major objectives of this project were to streamline business processes, improve decision-making, reduce costs, improve citizen service and provide a single, consistent view of data across every department and function. Techno Brain after a thorough and structured analysis of Serengeti's business needs, implemented a Microsoft Dynamics NAV based ERP system at their headquarter and other manufacturing units with various modules including Financial Management (General Ledger, Fixed Assets), Sales & Receivables, Purchases & Payables, Inventory Management, Manufacturing and Payroll.

Customer:

Serengeti Breweries Limited is Tanzania's leading brewery manufacturer & distributor.

Industry:

Private (Manufacturing)

Business Situation:

Serengeti Breweries faced challenges like integration of information and departments across the organization that was hindering their ability to meet customer expectations and deliver products on time.

Solution:

Techno Brain implemented Dynamics NAV based Enterprise Resource Planning (ERP) system that helped Serengeti to integrate information across all departments and provide real-time information to management for making better business decisions resulting in increased productivity & ROI.

Benefits:

- Streamlined business processes; information integrated across various departments
- Real-time data access to management enabling to make better decisions
- Increased productivity & ROI and reduced inventory costs

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Major features of Enterprise Resource Planning System:

- **Vehicle Route Sales & Cash Settlement Process:** All the finished goods are sent to the customers through vehicles and once the vehicle returns without unloading the remaining stock, the settlement is done by the sales invoice with different schemes like free of cost sale etc.
- **In Transit Stock Update:** At any point of time there is a need to make sure that there is correct stock in transits and force user to either receive or invoice the stock in transits.
- **Transferring by Location:** This makes the user at a higher level to view the volume of stock occupied by each location and to adjust the stocks so that they make the maximum profit at times of critical stock need and higher business activity.
- **Quality Control:** After manufacturing the products and also after purchasing the raw material it is necessary to record the QC process. This helps in management in viewing the type of quality the purchase and manufacture for decision making.
- **Location wise Financial Statement:** Financial statement for each location is helpful thus rendering in evaluating the profit and loss for each location and gave more insight into individual location's business activity.

Technologies

MS Dynamics NAV, Windows Server 2003, MS SQL Server, MS SharePoint (Road Map)

Benefits

The new ERP system built on Dynamics NAV has helped Serengeti to achieve all defined business objectives. Techno Brain's solution covers all business processes of Serengeti; enables them to work smoothly & efficiently; provides real-time information to the management for taking better business decisions; integrates all departments across the organization and empowers Serengeti to meet their future growth and expansion plans.

Key benefits of Enterprise Resource Planning System:

- Real-time data access to management enabling in making better decisions that will result in increased productivity, profits and reduced inventory costs
- Integrates all branches and offices into one enabling to track and share information with ease and update MIS & financial reports to the head office in minimal time
- Provides complete insight of profit in production vs. sales i.e. explain the variation between cost & price of goods manufactured & sold which renders for the profit gained by each location
- Helps in closely monitoring sale consumption & costs from a very distant level and manage production by basic planning & scheduling; boosting operational efficiency and drawing realistic plans in accordance to incoming resources, capacity and market demand
- Overall increase of ROI, improved customer satisfaction