

ECS helped Dina Farms to gain better Business Operations

And streamline business processes



Customer Background

Dina Farms was founded in the late 1980s by a prominent Egyptian figure who was devoted to the development of the Egyptian desert land. The company's management wanted to create a model farm based on high standards of management and technological practices to contribute to the national economic growth. Dina Farms fresh pasteurized milk, which was launched in 2010, had become the market leader with a fresh milk market share by volume of 60% as of December 2012. Dina Farms is now a proud member of Gozour Holding Company that is acquired by Citadel Capital Company.



Dina Farms-SAP ERP Roll-Out

Company:

Dina Farms

Industry:

Consumer Products- Farming

Number of Employees: 600

Location:

Km 80, Cairo Alex Desert Rd. Sadat City, El Monofeya

Website:

www.dinafarms.com

SAP Solution and Services:

Production Planning
Material Management
Sales and distribution
Financial Accounting
and Controlling

FAST FACT

Objectives

- Streamline business processes, improve control and accuracy over key parts of business, including sales, distribution and stock management and finance.
- Provide tighter control over sales and distribution process
- Ensure safety and regulatory compliance
- Manage the entire customer order process from pricing, delivery, invoicing and payment
- Improve efficiency in accounting activities
- Optimize and streamline production process

Challenges

- Lack of visibility on sales and distribution process
- Great reliance on manual work
- Inability to accurately plan and control the production process and manage company's stock to avoid product shortage or surplus
- Inability to fulfill customer orders on time

Resolution

- Implementing SAP ERP including PP, MM, SD, and FI/CO and DSD Integration

Implementation Results			
<p>Increased</p> <p>Efficiencies in business processes</p>	<p>Decreased</p> <p>Cost of production with greater control over product life cycle management</p>	<p>Improved</p> <p>Financial Management with streamlined month end closing</p>	<p>Improved</p> <p>Customer Order fulfillment rate</p>



Challenges

Dina Farms company operates in a sensitive industry, where quality and freshness of food is unquestionable. They were struggling to ensure operational excellence and improve performance of their business processes. Management wanted to replace the company's obsolete system with another that could simplify and modernize their overall supply chain operations. They also sought improvements in other critical areas like warehouse logistics, sales and distribution, finance and customer relationship. They lacked control over the product life cycle and visibility into stock availability which is vital to the profitability of the business. With the old system, a lot of visibility and information was inaccessible and hard to reach, many tasks and processes were done manually which led to maximized error rate.

Implementation

Dina Farms selected ECS as its implementation partner to deliver SAP solution, aimed at improving the company's operations and business processes. The selection has fallen on ECS due to the quality and level experience of its SAP consultants, in addition to its capability in providing complementary applications with full integration service with SAP system. This was one of the requirements as they wanted to create a user friendly mobile app for sales automation and direct product delivery. After all the requirements has been set and studied, The project started and completed within a relatively short time which took only 3 months.



Dina Farms owns 60% of the Milk market share

Results

ECS was able to quickly implement the roll-out project and Dina Farms was able to execute its unique business model. Now, Dina Farms are moving quickly to open 20 stores within the next two years, and more than 40 stores within the next five years. Now with SAP, Dina Farms has automated many processes that was previously done manually, the new system provided them a more complete picture about their inventory and stock that improved customer order fulfillment and gained greater control over product lifecycle management. Employees working in the accounting department have also experienced great improvements in their productivity due to better financial processes, better accessibility of information and streamlined month end closing. Business Owners along with the Top Management agreed that the business has witnessed an overall enhancement in many targeted areas, improvement in business processes, and better management of people and resources. After the SAP roll-out implementation project in Dina Farms, top management in Gozour were provided with consolidated financial reports across companies and with real-time information for timely, fact-based decision support.



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