Engro Foods: Driving Efficiency and Growth with the SAP® ERP Application

From milk to ice cream to dairy and fruit beverages, over 5 million people in Pakistan enjoy products from Engro Foods. But the company was working with disparate systems and managing key processes using spreadsheets. Delays in processes and information access presented a growing challenge. To maintain its competitive edge and support future growth, Engro Foods decided to consolidate its landscape with the SAP® ERP application. Now processes are running faster than before.

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Executive overview

Company
Engro Foods Pvt. Ltd.

Headquarters
Karachi, Pakistan

Industry
Consumer products

Products and Services
Food products including milk, ice cream, and juices

Employees
Over 1,800

Revenue
Rs 30 billion (US$311 million) (2011)

Web Site
www.engrofoods.com

BUSINESS TRANSFORMATION

The company's top objectives

- Eliminate excessive manual processes by increasing automation
- Replace the collection of small, disparate systems with one unified and scalable platform

The resolution

- Launched "Project Pixel" to rationalize enterprise technology
- Implemented the SAP® ERP application as the single, unified business platform

The key benefits

- Better information sharing and visibility for improved decision making
- Easier materials planning and pricing
- Three-way matching before payment
- Lower inventory levels and greater visibility and accuracy across divisions
- Scalability allowing the addition of new machinery, products, and stock-keeping units without significant manual processing or reconciliation
- Ability to report on purchase history for trend analysis and streamlined procurement
- Greater visibility into the sales process for improved planning

"SAP ERP has helped Engro Foods on its journey from good to great. As an organization we wanted seamless, well-integrated processes to achieve our goal of elevating consumer delight worldwide."

Imran Anwer, Vice President of Finance, Engro Foods Pvt. Ltd.

TOP BENEFITS ACHIEVED

41.7%
Faster procurement cycle (12 to 7 days)

66.7%
Faster financial closing cycle (12 to 4 days)

25%
Reduction in inventory of finished goods, work in progress, and raw materials

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