

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

SBC Tanzania makes better business decisions,  
increases overall productivity & meets customer  
expectations with Enterprise Resource Planning System

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

## Customer Profile

SBC Tanzania Limited was incorporated in 2001, with the mission to “revive the Pepsi Cola business in Tanzania and to transform Pepsi brands into sizeable and serious contenders for volume and share of mind in the Tanzanian market”. SBC is mainly engaged in manufacturing & marketing of Pepsi-Cola drinks which include almost a dozen of its varieties. With operations spread throughout East Africa and manufacturing plants based in Dar es-Salaam, Arusha, Mbeya and Mwanza, SBC is the sole manufacturer & distributor of one of the largest sold soft drinks in Tanzania.

## Business Situation

SBC Tanzania 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.

Pains 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 SBC’s operations. All these challenges were impeding SBC’s ability to meet customer expectations and deliver products on time.

As most of SBC’s business is export driven, SBC wished to have a packaged business management system in place that can support their already well built policies & procedures; future business growth & expansion 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 inventory costs and save time.

## Solution

SBC researched and evaluated various solutions available in the market before consenting for Techno Brain’s solution. Techno Brain implemented a comprehensive enterprise resource planning (ERP) system built on Dynamics NAV at SBC’s headquarter and manufacturing units. Modules implemented include Financial Management (General Ledger, Fixed Assets), Sales & Receivables, Purchases & Payables, Inventory Management, Manufacturing and Payroll. “We preferred Techno Brain solution on Microsoft Dynamics NAV 2009 over all other solutions since it is an integrated solution which can cover all our business processes and enable us to work smoothly and efficiently,” explains AVINASH, C.F.O, SBC. 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’s ERP System was readily configurable to meet SBC’s financial & other

## Customer:

SBC Tanzania Limited is the sole manufacturer & distributor of one of the largest sold soft drinks - Pepsi Cola in Tanzania.

## Industry:

Private (Manufacturing)

## Business Situation:

SBC Tanzania faced challenges with the disjointed business systems and fragmented information flow which were not supporting its future business growth & expansion plans and hindering their ability to meet customer expectations & deliver products on time.

## Solution:

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

## Benefits:

- Real-time visibility into critical business data
- Enhanced accountability and customer satisfaction
- Increased productivity & ROI and reduced inventory costs

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major requirements.

## 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)

## Benifits

"All information related to business decisions can be quickly processed. Most of our business is export driven and after implementation of Techno Brain's solution, we are able to keep an eye on all the critical areas", says Avinash, CFO, SBC.

## Benefits of Enterprise Resource Planning System:

- **Provides Access to Real-time Data:** Real-time data access to management enabling in making better decisions that will increase productivity, profits and reduced inventory costs
- **Integrates Branches & Offices:** Integrates all branches into one and enables to track & share information with ease and helps in updating MIS & financial reports to the head office in minimal time
- **Gives Insight of Profit in Production vs. Sales:** 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
- **Systemized Sales & Production Costs:** 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