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International Gourmet Foods Ltd 寰宇美食有限公司

Ripe for Rebound: Undertaking Business
and Digital Transformation
推動業務及數碼轉型 伺機反彈



About the Company 公司簡介

International Gourmet Foods was founded in 2016 as the consolidated food manufacturing division of DCH Group. IGF specialises in meat and seafood products as well as ready-to-eat recipes manufacturing and owns three leading food service brands: Bayern Gourmet Food, Polyfood Food Service and Leo's Fine Food.

寰宇美食於2016年創立，旨在帶領大昌行集團香港食品製造部門的發展。公司專營肉類及海產產品製造，旗下擁有德國食品、保發食品及雷澳美食等三家領先的食品服務供應商。

Background 背景

The pandemic-induced social distancing has caused severe impact to the food service industry. Catering sector like restaurants, hotels, cruises, etc, was devastated, and the ripple effect struck the B2B food market badly. International Gourmet Food (IGF), a leading food supplier in Hong Kong, was alarmed and decided to reinvent itself by venturing into the B2C food market.

Nowadays, both business clients and consumers expect a convenient, efficient and seamless online offline purchase experience. To meet that demands, IGF realises that the manual operation has to be phased out, and experience-based decision making model replaced by a data-driven one. The company needs a robust digital infrastructure and a new business management approach enabled by technologies like automation and big data analytics, scalable to address any future disruptions.

疫症衍生的社交距離措施為食品服務行業帶來深遠的影響。食肆、酒店、郵輪等餐飲相關界別遭受重創，其連鎖反應更嚴重衝擊B2B食品市場。香港首屈一指的食品供應商寰宇美食(IGF)迅即警覺，決意轉型進軍B2C食品市場。

現今商業客戶和消費者對方便高效、線上下互通的購物需求與日俱增。為滿足期望，公司意識到需逐步淘汰人手操作的流程，而決策過程將更倚賴數據而非純粹以經驗作基礎。IGF需要利用自動化和大數據分析等科技作為數碼基建，發展出嶄新管理模式，迎接未來挑戰和機遇。

“We need to diversify and digitalise our business to stay ahead of the dynamic market environment. Thanks to GS1 HK's consultancy service, we are able to identify the existing shortfall against industry benchmark. We are looking forward to the ERP system and revamped procedures executed, and hope to see better production output, improved traceability and efficiency, preparing us for the new normal.”

「我們必需拓展多元化和數碼化業務，以應對瞬息萬變的市場並保持優勢。GS1 HK的顧問服務讓我們能根據行業標準、探查公司不足之處。我們正積極籌劃ERP系統和流程更新，期待成品產量、可追溯性和效率正不斷提升，助我們在新常態中做好準備。」



Gordon Chan,
Deputy General Manager
副總經理 陳子誠

GS1 standards used or solution (s) / service (s) applied

- Smart Professional Services
- Global Trade Item Number

應用的GS1標準或方案/服務

- 智慧專業服務
- 全球貿易貨品編碼



Solutions

To go through business and digital transformation, IGF had selected GS1 HK's Smart Professional Services (SPS) team for consultation to review the company's overall supply chain process. The team conducted on-site visits, in-depth interviews, process diagnosis across procurement, production, quality control, logistics and other business units to assess the performance gap, and offered training on industry best practice that meet IGF's needs.

A supply chain modernisation blueprint and roadmap was devised after thorough evaluation, with practical recommendations and customised technical solutions proposal that covers production scheduling, inventory management, traceability enhancement, new B2C strategies and other business flows.

Last for about 10 months ending in May 2021, the project is going to help the company improve its process visibility, making the inventory, production and sales data more transparent, while enhancing collaboration and connectivity between departments. The exercise will also uplift internal traceability using digitalised, data-driven model, reducing human error and tightening control on raw materials and merchandises.

IGF's plan to digitalisation is underway, building an ERP system that will integrate purchasing, production, warehouse, sales, marketing, finance, human resources and other functions into a single cloud platform. The blueprint also entails a series of smart operations initiatives, for example planting real-time sensor at warehouse and truck for enhanced cold chain management, adding electronic scale at production site for more accurate output level, connecting cloud-based ezTRACK platform as a foundation to achieve industry 4.0 and other business operations.

Benefits

IGF moves forward its transformation journey with GS1 HK and enjoys various benefits:

1. Compile to food industry standard with end-to-end traceability, better quality control and data accuracy
2. Better equipped for future changes through digitalisation

解決方案

寰宇美食經內部商議研判後，決定委託GS1 HK智慧專業服務(SPS)團隊作為顧問，審視公司供應鏈整體流程，為業務及數碼轉型作好準備。團隊到訪採購、生產、質量控制和物流等各個業務單位實地視察，並進行深度訪談和流程診斷，評估表現差距，針對公司所需提供相關的最佳實踐培訓。經過深入而全面的評估後，GS1 HK為寰宇美食制定出供應鏈現代化的設計規劃及路線圖，列出實用建議和專門的技術解決方案，涵蓋生產計劃流程、庫存管理、增強可追溯性，以及其他業務程序。

該規劃預期能加強產能、提升靈活度及追蹤溯源能力，促進部門之間的協作和連繫性。項目同時透過數碼化及數據驅動營運，改善內部溯源、避免人為錯誤，並增強對原材料和商品的管理監控。

寰宇美食正推行數碼化，整合採購、生產、庫存、銷售、營銷、財務和人力資源等功能至單一雲端ERP系統平台。在規劃中亦提出了連串智慧營運項目，包括在倉庫和貨車上安裝實時溫度記錄儀、加強冷鏈管理；在生產流程上加入電子秤以便更準確掌握成品產量；以致連接至「通商易」雲端平台等，為達致未來工業4.0發展奠下根基。

效益

寰宇美食因夥拍GS1 HK推展其轉型之旅而獲益：

1. 加強點對點追溯的透明度、質量管理和數據準確性，以符合食品行業標準
2. 藉數碼化為未來轉變作好準備

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