

## Sun Fat Heung Food Products Ltd (Top Soyafood) 新佛香食品有限公司 (壹品豆品)

Undertaking a Digital “Fermentation”  
Process of Supply Chain  
展開供應鏈數碼化的「發酵」過程



壹品豆品  
TOP SOYA

### About the Company 公司簡介

Founded in 1958, Sun Fat Heung Food Products Ltd has been focusing on the soy industry in Hong Kong for more than 60 years. Running the market brand Top Soya, the company is committed to producing high quality soy products and insists on local daily production to ensure fresh products for consumers every day.

新佛香食品有限公司成立於1958年，60年來在香港專注豆品事業，經營自家的市場品牌「壹品豆品」，致力生產優質的豆製品，堅持每日香港新鮮製造，令消費者每天都能享用新鮮的產品。

### Background 背景

As Sun Fat Heung goes from strength to strength with product diversification and strong marketing efforts, a more complex web of supply chain involving suppliers, wholesalers and retailers arises. The traditional ways of manual operation and paper filing system across the production lines no longer meet the growing volume of businesses. The soy food manufacturer acknowledges the need to transform, in terms of production, logistics as well as the entire company structure.

In particular, enhanced efficiency in its supply chain to record the movement and storage of food and beverages are crucial to meet its business growth. Equally important is the need for a modernised system to facilitate internal communication between the purchasing, warehouse and production team.

隨著新佛香的產品越來越多、市場營銷日益增強，業務隨之不斷壯大，因此由供應商、批發商、零售商所組成的供應鏈網絡亦變得更龐大而複雜。這間豆製品廠意識到，以人手操作及紙本文件存檔等傳統方式來運作的生產線，已經追不上業務發展步伐，需要在生產、物流以及整個公司架構方面作出轉變。

公司認為提升供應鏈的運作效率，特別是要方便人員記錄食品和飲品的運送及存放，對業務增長非常重要。同樣，公司需要一套能加強採購部門、倉庫、生產部門之間內部溝通的現代化系統。

“GS1 Hong Kong brought us global perspectives and assisted us to modernise our relatively traditional business model. Product traceability and inventory turnover in the supply chain is critical for us to ensure we serve fresh products to our consumers every day. With the support from GS1 Hong Kong, we can focus on our core competency, realise savings from digitalization and speed up our expansion plan.”

GS1 Hong Kong帶給我們一套全球視野，並助我們將傳統的營運模式現代化。產品可追溯性及庫存周轉對我們來說極其重要，我們就是依靠它來每日為顧客提供新鮮的產品。獲得GS1 Hong Kong的支援後，我們可以更專注自身核心優勢，同時利用數碼科技降低成本，加快我們的擴充計劃。



Jeff Law,  
Director  
董事總經理  
羅孟慶

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

- Global Trade Item Number (GTIN)
- Supply Chain Management Professional Service

### 應用的GS1標準或方案/服務

- 全球貿易貨品編碼 (GTIN)
- 供應鏈管理專業服務



## Solutions

Sun Fat Heung enlisted the support from GS1 Hong Kong's Supply Chain Management Professional Service (SCMPS) team to assess the company's supply chain. The team benchmarked it with global standard practices, and found the paper-based communication procedure being one of the major pain points that caused inefficiency and inaccuracy.

After a thorough review, from raw materials receiving, warehouse management, production, all the way down to order receiving, transportation, invoicing and product return, the SCMPS team designed a more sophisticated supply chain model for Sun Fat Heung to support its transformation needs. That includes the use of global standards like barcode, product / batch scanning at each stage, deployment of ERP system and other technologies.

Digitalisation and process re-engineering had brought about a more efficient supply chain, which helps the company improve its inventory turnover by a staggering 25%, while responding faster to business partners. The savings in administrative cost due to reduced human operation has achieved a remarkable 20%, because of higher accuracy between electronic orders and invoices whereas better traceability of its products is observed.

The company realises the importance of unique identification of products and digitalisation as the foundation of effective operation, traceability, warehouse management and data analysis, and expects to further streamline its processes by accelerating the adoption of technologies and global standards.

## Benefits

An end-to-end standardised and digitalised system is key to its success:

1. Improve Inventory turnover by 25% by knowing the real-time movements of goods
2. Lower administrative cost by 20% owing to less manual operation
3. Enhanced visibility and traceability of all products and deliveries, uplifting trading partners' confidence

## 解決方案

新佛香向GS1 Hong Kong的供應鏈管理專業服務(SCMPS)團隊尋求支援，以評估公司的供應鏈。SCMPS團隊將新佛香與全球標準實踐作對比，發現以紙本文件為主的通訊方式是影響效率及準確性的主要痛點之一。

經過深入檢討，SCMPS團隊由原料入貨、倉庫管理、生產工序，以至接受訂單、貨運流程、產品退貨，重新設計了一個更精密的供應鏈運作模式，以配合新佛香升級轉型。其中包括利用全球標準——例如使用條碼、在不同階段掃描的產品或生產批次、引入企業資源規劃(ERP)系統及其他技術。

在數碼化及重新規劃程序後，供應鏈的運作效率得到提升，使公司的存貨周轉率顯著地提高了25%，亦令公司能更快速有效地回應商業夥伴的不同要求。另一方面，由於利用電子訂單及發票而減少人手處理工序後，產品可追溯性大大提高，因此整體行政開支亦大幅節省了20%。

新佛香瞭解到產品的獨有識別及流程數碼化，都讓公司營運、產品可追溯性、倉庫管理及數據分析都變得更為有效，是業務運作的基石，因此亦打算在加快對科技及全球標準應用的速度，以進一步精簡營運流程、提升效率。

## 效益

一套點對點的標準化及數碼化系統是新佛香成功的關鍵：

1. 實時了解貨物的運送情況，存貨周轉率提高了25%
2. 減少人手處理工序後，整體行政開支減省20%
3. 增強產品及送貨服務的透明度及可追溯性，提升貿易夥伴的信心