

DCH Food Mart 大昌食品市場

Modernising Food Supply Chain to Fortify Management 食品供應鏈現代化 強化管理

About the Company 公司簡介

With the values of "Guaranteed Quality Products and Excellent Customer Service", DCH Food Mart is dedicated to providing quality products and top-notch service to customers. Nowadays, DCH Food Mart operates over 48 stores and has become the market leader in the frozen food specialty chain store market in Hong Kong.

「大昌食品」一直以「優質產品，信心保證；服務至上，以客為尊」為經營理念，致力為全港市民提供優質的食品及服務。至今，大昌食品市場及大昌食品專門店分店超過48間，為全港首屈一指的急凍食品連鎖專門店。

Challenge 挑戰

DCH Food Mart currently offers over thousands of food items, including imported seafood, poultry, meat produce, rice and noodles, ice cream and instant food products. As the business expands, the company realized the paper-based approach and manual operation at the back-office are no longer tenable and in need of improvement, where efficiency and accuracy are declining gradually. The management acknowledged that a systematic approach to transform the current paper-filing system into a digitalized and systematic process is of paramount importance to improve warehouse efficiency and inventory visibility, so as to support the sustainable growth of DCH Food Mart.

As such, DCH Food Mart enlisted the expertise help of GS1 Hong Kong's Supply Chain Management Professional Services (SCMPS) team for support.

大昌食品市場提供過千款多元化的食品，由進口海鮮、家禽、肉類、飯麵、雪糕及即食食品等應有盡有。隨著業務增長，公司意識到過往後勤的運作方式應與時並進，否則有損工作效率和準確度。管理層認同公司必須循序漸進地，由現時以紙本文件及人手化主導的工作方式，演變至電子化的工作系統，希望改善倉庫管理效率及存貨透明度，以支援大昌食品市場持續業務增長。

有見及此，大昌食品市場向香港貨品編碼協會的供應鏈管理專業服務(SCMPS)團隊徵求建議。



"Standards are critical component for retail business to meet the ever-changing needs of customers. GS1 HK SCMPS team helps us revisit our supply chain and develop a supply chain standard for us to support the future retail growth. An estimated saving over 30% on our operation is expected to be gained through this supply chain improvement project."

「標準對零售業務來說非常關鍵，能有助應對不斷轉變的顧客需求。香港貨品編碼協會的SCMPS團隊協助我們重新審視供應鏈、繼而製作出套供應標準，支援我們未來發展。我們預計這改進項目將為公司營運節省超過三成的成本。」



Ms. Margaret Lau,
General Manager
大昌食品總經理 劉碧鳳

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

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



應用的GS1標準或方案/服務

- 全球貿易貨品編碼
- 供應鏈管理專業服務



Solution

The SCMPs team had conducted a full assessment of the company's current system to understand its strengths and areas of improvement in the supply chain, followed up with a thorough process consultancy project and a series of customized solutions designed to modernize their work procedures.

Based on the global best practices - Supply Chain Operations Reference Model (SCOR), the SCMPs team identified some major pain points in supply chain efficiency and connectivity, product traceability, etc. The team proceeded to tailor-made certain "to-be" process, meaning the ideal process in future, and solution models to drive the supply chain transformation of DCH Food Mart.

Started in March 2018, the 6-month project is expected to help improve the data visibility and connectivity across the whole DCH Food Mart, making the inventory, production and sales data with greater transparency throughout. The exercise also boosts inventory accuracy in warehouse and retail stores, tightening the control on raw materials and products batch.

The supply chain re-design project is turning into several Enterprise Resource Planning (ERP) system modules, revamping the company's manual operation to an electronic mode. GS1 Hong Kong also advised the company on vendor sourcing on the development of ERP system, and specifically where to apply barcodes throughout the supply chain.

Benefits

DCH Food Mart is able to optimize its operations flow through the supply chain revamp advice and application of barcode, achieving:

1. More than 30% of savings is expected after the supply chain transformation;
2. Improved cross-departments communication with higher data transparency;
3. Facilitate inventory data analytics to keep an optimal amount of inventory, which is especially key to environment-sensitive food products.

解決方案

SCMPs團隊評估公司現時供應鏈系統的優勢及改善之處，進而開展了一個全面的流程諮詢項目，度身制訂出一系列解決方案，促使其工作流程更現代化。

SCMPs團隊利用全球最佳範例之一的供應鏈運作參考模型(SCOR)，找出現時供應鏈在效率、連通性、產品可追溯性等方面的不足之處，並以此為基礎，設計出一套理想流程及一組營運模式，以推動大昌食品市場供應鏈系統變革。

整個項目由2018年3月開展並為期6個月，期望提高大昌食品市場各個部門的數據透明度和連繫性，增加了庫存、生產和銷售數據的透明度。項目有助改善倉庫和零售店庫存量的準確性，令原材料和產品批次的控制更嚴謹。

這項供應鏈重塑工程正被轉化至多個企業資源規劃(ERP)系統模組，將公司的人手操作部份電子化。香港貨品編碼協會亦向大昌食品市場建議ERP系統開發商的選項，以及在供應鏈中條碼應用的地方。

效益

重塑供應鏈的建議及條碼的應用讓大昌食品優化其運營流程，並預期：

1. 供應鏈革新預計可節省30%成本；
2. 提升數據透明度，從而改善跨部門溝通；
3. 有助分析庫存數據，讓庫存量維持於最佳水平，這對易受環境因素影響的食品尤為關鍵。

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