
Customer Case Study

Company Name:

Lotte Confectionery SEA Pte Ltd, Singapore



www.lotte.co.kr

- Korean Conglomerate's Subsidiary- Lotte Confectionery SEA Pte Ltd in Singapore
Lotte Confectionery is a South Korean company established in 1967. It manufactures and sells more than 200 products to more than 70 countries. It is a subsidiary company of Lotte Group.
- Lotte Confectionery SEA Pte Ltd in Singapore is a Distributor to popular Retail Chains and Direct Seller to end-Customers primarily for Lotte Pepero, Biscuits, Cookie, Crackers, Ice-Cream, Candy, Chewing Gum and Chocolate and Snack and Health Foods.

Industry:

FMCG/CPG Wholesale and Distribution

Solution Recommended:

NetSuite Wholesale/Distribution Mid-Market Edition

Results:

- Better ability to do drop-shipments, take up special orders from regional customers
- Lean staff of just 10 managing a large turn-over in Singapore leveraging NetSuite
- HQ-Korea Management staff have real-time insight into Inventory, Purchasing & Sales
- Faster Financial Close and tighter budget control and track over outstanding AR

Challenges:

- No Systems to manage the high volume SKUs with integrated SO, PO & Financials
- Business ran on a hairball of several spreadsheets and rudimentary financial system
- Basic operations required duplicate data entry leading to inefficiency
- Lacked end-to-end visibility into Inventory, Purchasing and Sales

Solution:

- Effectively track landed costs including freight costs, custom duties, insurance etc
- Seamlessly manage distribution to retailers and large corporate end-customers
- Eliminated duplicated processes & entry, reducing time and improving accuracy
- Rolled out the complete NetSuite system from BPM-to-Go-Live in 14 weeks