

Case Study:

MOO Premium Foods

Company Profile

MOO Premium Foods was founded by Mick and Sally Sanders in Adelaide in 2005. The business was inspired by a trip to France, where the couple discovered little glass jars of high-quality French yoghurt. Mick and Sally ventured to recreate this style of product back home in Australia.

Mick's experience as a chef and food buyer for Qantas and Sally's background in art and design provided the right combination of skills to launch their vision for premium quality, Australian made yoghurt.

Now a leading Australian manufacturer of premium yoghurts, Mick and Sally continue to make food they are proud of and their customers enjoy, using only the finest natural ingredients.

MOO Premium Foods products – including Everyday Yoghurt, Premium Yoghurt, Dahi Indian-Style Yoghurt, and Rice Pudding – are now available in national supermarkets, independent retailers, discerning greengrocers, cafes and hotels.

Business Challenges

As they were achieving consistent growth, the MOO Premium Foods management team engaged with Enterprise Connect to perform a review of their internal systems and processes to identify opportunities for improvement that would better support their current needs as well as accommodate their future growth plans.

As with most growing businesses, MOO Premium Foods at that time was operating a small business accounting system and a number of paper and spreadsheet based systems to cater to their day-to-day processing and reporting requirements.

Due to the nature of these systems, they were unable to be integrated, which essentially meant that they operated as independent silos of information. In order to satisfy their basic daily processing, the same information would often be manually re-keyed multiple times. This was not only labour intensive, but also amplified the risk of human error.

The disparate and manual nature of MOO Premium Foods' systems also meant that all customer and product profitability reporting was manually performed, which was extremely time-consuming and resulted in delays in obtaining the desired statistics.

The review process clearly identified that the current systems and processes posed a business threat moving forward. The manual nature of the systems would require a larger labour force as the business grows, and the lack of timely information would restrict the business' ability to react and favourably respond to market demands.

Armed with this information, the MOO Premium Foods management team determined that they needed to implement an integrated business system that would reduce their manual workload and increase visibility over the core aspects of their business.

Company:

MOO Premium Foods

Industry:

Manufacture of premium yoghurts and ready-to-eat desserts

The Issue:

The multiple disparate systems being used to manage day-to-day processing and reporting requirements were both labour intensive and unable to keep up with the business' demands.

The Solution:

After an extensive investigation and a careful study of their options, MOO Premium Foods chose to implement GRAYCORP's GCORP ERP & GCORP Roam solutions to provide an integrated system that reduced their data entry requirement and provided access to real-time operational information.

“The end-to-end process of training, implementation, and ongoing support of GRAYCORP has been straightforward and extremely thorough. The system has majorly improved the overall running of the business and increased staff efficiency across all areas.”

Mick Sanders

Managing Director
MOO Premium Foods



The Solution

Following an extensive investigation and analysis phase, MOO Premium Foods engaged GRAYCORP to implement the GCORP ERP & GCORP Roam solutions.

Through this implementation, MOO Premium Foods has been able to replace numerous disparate systems with a totally integrated solution that reduces the manual data entry effort and provides real-time visibility over the key operational data required to run their enterprise.

- GCORP's Admin, Finance and Distribution Modules for accurate, on-demand information that's available across operators and management
- GCORP Roam extends GCORP's power, to capture sales information at the source

The Outcomes

There has been a huge reduction in time spent on data entry. MOO Premium Foods' use of the GCORP products has allowed multiple tasks to be amalgamated, which cuts down time and reduces the risk of data input errors.

"The purchasing module within GCORP ERP is straightforward and allows us the ability to reference incoming goods and invoices directly against purchase orders and supplier pricing. This has streamlined and cut down tasks that we would normally need to complete as part of the whole purchasing process," said Managing Director Mick Sanders.

GCORP Roam has allowed the company's on-the-road sales staff to immediately enter customer information into the main system. This translates to a central pool of up-to-date information shared by sales representatives and office staff alike.

The ability to extract meaningful and precise information has also enabled the management team to produce comprehensive and diverse reports. Prior to this, MOO Premium Foods was unable to easily gain this level of knowledge, which placed restrictions on the business.

With these immediate outcomes the MOO Premium Foods management can confidently look into the future now that they have the systems in place to streamline their operations and knowledge base and support their growth plans.

About GRAYCORP

GRAYCORP is a South Australian owned and operated software and consulting business that has been working with Australian SMEs since 1992. Building upon more than 20 years of software development and consulting experience, GRAYCORP offers a suite of integrated software solutions tailored to the needs of Food & Beverage companies and delivers greater operational control, increased data capture efficiency and improved visibility across your business – tools and information you need to confidently grow your business.

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Get the visibility you need
across your business
through our integrated
solutions.

