

How Do You Turn Chestnuts into Pearls on the Crown of the Snack Industry?

Guangzhou Mini King Food Co. Ltd. is a vertical enterprise that integrates R&D, refined processing, and retail sales of “green” leisure food. Its core business focuses on convenience food, and its products are sold across mainland China in regions such as Guangdong, Beijing, Shanghai, Anhui, and Hunan. The company offers more than 120 categories of products, including Chinese chestnuts, dried fruit, preserved fruit, and other healthy snacks. By selecting high-quality raw materials across the globe and improving the production process, Mini King is committed to growing its brand while promoting Chinese food culture.

With the help of the SAP S/4HANA® Retail solution for merchandise management and the SAP® Customer Activity Repository application, Mini King integrated its finance, procurement, and business processes in one central source. This made live decision-making possible based on real-time insights into its business. The new technology enables Mini King to collect information on customer behavior and product favorites. It can now make recommendations based on customer preferences, which has resulted in increased customer satisfaction and loyalty.



“We will increase the number of stores to over 500 and combine online sales to intensify our efforts in e-commerce. The aim is to go national with the Mini King brand, and even international.”

Junhai Pan, General Manager, Guangzhou Mini King Food Co. Ltd.

To become China's leading brand in fried chestnuts and go national and international with its dried fruits and other products, Mini King embarked on a journey of digital transformation in 2015. It sold products online to accelerate market expansion and implemented SAP S/4HANA® and the SAP® Customer Activity Repository application to help build a first-rate logistics system for leisure food and upgrade system management through IT.



120

Categories of product, including Chinese chestnuts and dried fruit



300

Stores across China



3,000

Operational employees and physical store sales associates across China



Guangzhou Mini King Food Co. Ltd.
Guangzhou, China

Industry
Consumer products

Products and Services
Leisure foods

Employees
3,000

SAP® Solutions
SAP S/4HANA® Retail solution for merchandise management and the SAP® Customer Activity Repository application

Promoting Chinese Food Culture with SAP S/4HANA® Retail

Mini King provides healthy leisure food for customers throughout China. SAP S/4HANA Retail for merchandise management has helped it increase efficiency, reduce warehousing costs, and improve decision-making.

Before: Challenges and Opportunities

- Provide better access to internal and external information through the unified management of front-end sales and back-office production warehouse data
- Improve data timeliness and accuracy and reduce personnel management costs to lay a solid foundation for future business growth

Why SAP

- Professional and diversified solutions in the national and international retail chain industry that ensure alignment with where the company is headed in the future
- SAP S/4HANA Retail for merchandise management for quick return cycles, efficient business processes, and the ability to process massive amounts of real-time data
- Basis to build an omnichannel Big Data platform for retail with the SAP Customer Activity Repository application

After: Value-Driven Results

- Real-time profitability projections
- Decision-making system support by retail Big Data
- Vertical integrated operations from production to store
- Calculation of selling costs on a daily instead of monthly basis
- Enhanced communication and cooperation across different lines of business
- Online processing instead of paper processing for faster business transactions
- Warehouse inventory reports that show real-time stock visibility, helping reduce warehouse costs and lower financial reconciliation workload

“By enabling digital management, we have seen improvements that stagger the imagination: from paper to online, closings in an hour instead of a business week. It’s good we’re mobile now too. We’re rolling.”

Xianhao Cai, CIO, Guangzhou Mini King Food Co. Ltd.



Increased

Procurement efficiency, inventory turnover, and financial productivity

1 hour

Required for monthly closing, down from 5 days

Faster

Store operations, from next-day manual upload to two-hour auto-synchronization

Real-time

Profitability projections

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