

## **Bibingkinitan cuts costs with automated inventory tool**

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For the last five years, Philippine FoodAsia Corp., a food company that produces the Bibingkinitan brand of mini-ricecakes, has been using an integrated information facility to make its operations more efficient and effective. Last October 2008, however, the company added an automated inventory tool to this information facility at a cost of about a million pesos.

"We purchased SAP Business One to attach to our IT infrastructure," says Richard Sanz, owner of Philippine FoodAsia. "We needed better control in monitoring internal processes than simply using MS Excel, index cards, and manual vouchers. Before, our IT infrastructure consisted of the basic phone and fax; advance communication systems like e-mail, LAN, Internet access, website, and computer-sharing; IT using PC with Windows; and advance IT particularly the proprietary SMS Solution. To this we have added SAP Business One for our accounting, ERP (Enterprise Resource Planning), and CRM (Customer Relationship Management)."

Sanz, an electronics and communications engineering graduate and an IT practitioner prior to establishing Philippine FoodAsia, says that SAP Business One is designed to integrate the various systems of a business, providing a single comprehensive and functional solution for the processes needed to run a business, such as finance, sales, customers, e-commerce, inventory, and operations.

According to Sanz, **SAP Business One allows Philippine FoodAsia to transfer data from its Bibingkahan outlets to the central office with less human intervention**, thus ensuring greater accuracy.

**"Our outlets now simply text in their inventory to a number, which a computer then gets for processing,"** he explains. "Before we availed of SAP Business One, we would manually process the data gathered in the server. Now that we have this advanced solution, data directly goes to the server, then automatically gets transferred to the SAP for consolidation."

Philippine FoodAsia has 110 Bibingkinitan stores nationwide, 60 percent of them company-owned and the rest run by franchisees. It also owns and operates three other food chains--The Bibingka Cafe, Tea Square, and Noodle Boy--and currently has a total of 80 outlets nationwide, mostly in Metro Manila but also in Cebu, Davao, Cagayan de Oro, Iloilo, and General Santos City.

Sanz says that Philippine FoodAsia's investment in SAP Business One is proving to be worth it because **it enables the company to achieve stricter control measures, more efficient and productive internal processes, cost reduction, and increased profitability.**

He explains: "Because the system makes figures and data accessible to us anytime, anywhere, we have become more competitive, able to very quickly respond to the needs of our outlets and

customers. We have also saved 50 percent in our manpower requirements. And because we don't print too much anymore, we save on paper and ink as well."

Randy Mandia, director for the Global Solution Center of SAP reseller Clerysys Philippines Inc., says SAP Business One has been built specifically with small and medium-sized enterprises (SMEs) in mind. "The solution integrates the core business processes of an SME based on best practices," he says.

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