



## GANDANG KALIKASAN

### ORGANIC PERSONAL CARE COMPANY GOES GLOBAL WITH SAP®

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Dylan Wilk  
Vice-President  
Gandang Kalikasan

#### QUICK FACTS

##### Company

- Local producer of organic personal care products marketed under the brand Human Nature.
- Works with Gawad Kalinga communities as part of its mission to help alleviate poverty
- Multi-faceted operation working with various groups covering specific operations like packaging, sourcing of raw materials, etc.

##### Challenges and Opportunities

- Needed a solid business system that allows better handling of the company's complex business operations.

##### Objectives

- Better manage the company's diverse group of suppliers, geographically dispersed packaging sites and large number of resellers.

##### Implementation Partner

- Clerysys Philippines, Inc.

##### Why SAP

- Respected global company.

##### Benefits

- Clearer overview of the business operations from raw material outsourcing to inventory and storage.
- Provides accurate, real time management reports
- More informed business decisions.

Makati, Philippines – November 2009 – Gandang Kalikasan, a Philippine-based producer of natural and organic personal care products, has implemented the SAP Business One solution to streamline its operations and meet growing demands as it rolls out its exporting plans. The new system also allows the Company to better manage its multi-faceted operation that involves a diverse group of suppliers, geographically dispersed packaging sites, as well as, a large number of licensed sellers.

Dylan Wilk, Vice-President of Gandang Kalikasan, which is known for putting affordable, quality natural and organic personal care products within reach of the mass-consumer through its brand Human Nature, said: "We source our ingredients from many suppliers and work with many resellers to market our products. Given our complex operation, it is critical for us to have a solid business management system that our employees can rely on. Especially in making sure that the distribution of our line of products are carefully monitored."

The successful implementation was handled by Clerysys Phils., Inc., a Channels Partner of SAP in the region. Implementation time took only 2 weeks from Business Process discussions to roll-out in time for the media launch held in November of last year.

Currently, SAP Business One offers the Company's management a clear overview of business processes and operations, such as raw material sourcing, inventory and storage. It also provides accurate, real time financial reports that allow the team to be better informed when making business decisions.

"With SAP Business One, a week's task can be accomplished in less than a day, and this leaves us with more time to focus on more important functions," added Wilk.

The popularity and acceptance of organic personal care products have grown tremendously over the last 10 years as Filipinos become more health and environment-conscious. Gandang Kalikasan has not only rode on this trend to build up on its business, but it has also tapped on the booming market to contribute back to society.

"We strive to source all of our ingredients locally. This way, we provide income to local organic farmers. The objective is to help the local industry stay productive and to raise it

to new heights to get our farmers and rural communities out of poverty. As long as our farmers grow mostly rice, they will always be poor, but they don't have to just grow rice or basic vegetables. By switching to high value, organic crops such as Aloe Vera, they can earn much more. For example, Okra sells for 50 centavos per piece at the farm, but we can pay up to P50 per leaf for Aloe Vera – a hundred times as much!," explained Wilk.

Furthermore, Human Nature products are packaged and shipped by workers from the Gawad Kalinga communities. "The poor of this country are just as capable and intelligent as people in first world countries, but they just do not have the same opportunities. As a social enterprise, we want to raise our employees up – for example, we pay P500 minimum per day for warehouse staff. I want to prove that it is possible to pay everyone well and still have a thriving business in the process. If I drove a BMW but my employees were poor, I believe I would have failed them. If a business owner lives in Forbes Park but his workers live in shanties, that businessman has failed the Philippines," he added.

"At SAP, we are very proud of this partnership with Gandang Kalikasan. This is because SAP Business One helped to streamline Gandang Kalikasan's operations from end to end, allowing the team there to focus on growing and fulfilling their socio-civic obligations of uplifting the poor from poverty," said Jennie Ligones, country manager at SAP Philippines.

Gandang Kalikasan plans to begin exporting its products to the United States in November 2009.

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