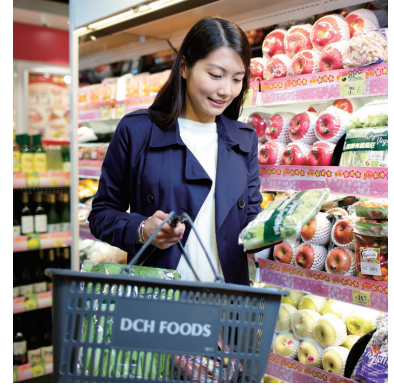


DCH Food Mart 大昌食品市場

Beefing Up the Food Supply Chain
for the New Retail Landscape
改良食品供應鏈 迎接零售新景象



About the Company 公司簡介

DCH Food Mart, established in 1985, is dedicated to providing quality products and best-in-class service to customers. Today, Food Mart has more than 50 stores in Hong Kong providing premium meat and seafood alongside fresh fruit and daily groceries as a one-stop shop for all your home cooking needs.

大昌食品市場於1985年成立，致力為客戶提供優質產品和卓越服務。今天，大昌食品市場已於香港開設50多家分店，提供優質肉類和海鮮，以及新鮮水果和日常食品，一站式照顧家居烹飪各環節。

Background 背景

Digitalisation penetrates every facet of business operations. From the warehouse and inventory management, to the omni-channel strategy implementation and customer fulfillment. DCH Food Mart, a retailer that offers thousands of food & beverage varieties from around the world, is also aware of the need of a digitalised and systematic process to improve its warehouse efficiency and inventory visibility, to enable them better respond to the dynamic retail market.

As today's consumers expect a more seamless and transparent shopping experience, the company also understands that to thrive, a new O2O retail model, enabled by technologies like automation and big data analytics, is required. DCH Food Mart is actively looking for ways to revamp its product flow process and technology infrastructure to stay ahead of disruptions while tapping into the buying potential of today's smart consumers.

數碼科技在商業運作中無孔不入。從倉庫與存貨管理，以至實施全方位零售策略及接單出貨，都見到數碼科技蹤影。為顧客搜羅數以千計環球食品及飲料的零售商 - 大昌食品市場亦不例外：公司明白有需要建立數碼化及更有系統的工作流程，改善倉庫管理效率及提升存貨透明度，以更迅速回應持續變化的零售市場。

現今消費者都期望能掌握所有產品資訊、享受緊密而統一的購物體驗，而大昌食品市場亦理解要突圍而出，便需藉由自動化及大數據分析等技術，推動一套嶄新的線上線下零售模式，滿足消費者需求。公司積極尋求革新產品流程及技術基建的方法，務求在顛覆性科技潮流中保持領先優勢，贏取現今智慧消費者的青睞。

"Standards are critical component for retail business to meet the ever-changing needs of customers. GS1 Hong Kong SCMPs team assisted us to redesign our entire product flows and shared with us a perspective on technology roadmap for modern retail. I'm particularly glad to see the achievement on business efficiency gain by 25% after the redesign."

「標準對零售業務來說非常關鍵，有助應對不斷轉變的顧客需求。GS1 Hong Kong的SCMPs團隊協助我們重新設計整個產品流程，分享現今零售業的技術路線圖。對於是次重整讓公司的商業效率提升25%讓我感到非常高興。」



Margaret Lau,
General Manager
大昌食品總經理 劉碧鳳

GS1 standards used or solution (s) / service (s) applied

- Supply Chain Management Professional Services
- Global Trade Item Number (GTIN)



應用的GS1標準或方案/服務

- 供應鏈管理專業服務
- 全球貿易貨品編碼 (GTIN)



Solutions

DCH Food Mart partnered with GS1 Supply Chain Management Professional Services (SCMPS) team to review the company's overall supply chain process. The SCMPS team had taken a source-to-consumer approach for evaluation with an emphasis on the customer journey. It was followed by a series of recommendations and customised technical solutions that covers stock efficiency, inventory accuracy, new sales channels, new fulfilment strategies, customer returns or other business processes.

The project had widened the adoption of GS1 Standards across DCH Food Mart operations and helped the company improve its data visibility, making the inventory, production and sales data more transparent and fostering better collaboration and connectivity between departments. The exercise also boosts inventory accuracy in warehouse and retail stores, tightening the control on raw materials and products batch.

DCH Food Mart has embraced the recommendation to integrate technology into the proposed supply chain and product flows, turning the manual operation into several Enterprise Resource Planning (ERP) system modules which greatly enhance efficiency. This paves the future for enhanced automation and omni-channel retail, allowing the company to modernize their work procedures and beef up its customer journey, further improving their online and offline shopping experience.

Benefits

DCH Food Mart is able to enjoy a number of benefits:

1. Achieve a remarkable 25% business efficiency after digitalisation and streamlined product flow;
2. Enhance inventory accuracy by minimizing the inventory process flow;
3. Facilitate better customer fulfillment as product movements are transparent.

解決方案

大昌食品市場夥拍GS1 Hong Kong的供應鏈管理專業服務(SCMPS)團隊，審視公司整體供應鏈流程。SCMPS團隊將重點放在顧客消費旅程，評估產品由源頭到顧客手中的完整過程。團隊隨後作出改善建議，為公司度身制訂出一系列技術解決方案，涵蓋多個範疇，包括庫存盤點效率、庫存量準確度、全新銷售渠道、接單出貨模式、退貨及其他營運程序。

該項目擴大了大昌食品市場在日常營運中應用GS1標準的範圍，不但改善了公司庫存、生產及銷售數據的透明度，更促進部門之間的溝通連繫，加強合作關係。項目亦有助提高倉庫和零售店庫存量的準確度，令原材料和產品批次的控制更嚴謹。

大昌食品市場採納SCMPS團隊的建議，將各項技術融入供應鏈及產品流程之中，把人手操作部份轉化至多個企業資源規劃(ERP)系統的模組。此舉大幅提升了效率，同時為將來進一步實施自動化及全方位零售鋪路，讓公司的工作程序更趨現代化，進一步提升顧客線上線下消費體驗。

效益

大昌食品市場能獲享多重效益：

1. 精簡化的產品流程和數碼化程序讓商業效率錄得高達25%的顯著提升；
2. 將庫存盤點流程減至最低，令庫存量更準確；
3. 產品去向更透明，促進接單出貨的效率。

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