

*"SAP Business one helped us to produce a sustainable output and eliminate labor dependency especially when the business faces an unprecedented challenge in coping with a limited workforce during the Covid-19 pandemic."*

**Datuk Jeffrey Ng Choon Ngee**  
- General Manager



## Customer Success Story



### CUSTOMER PROFILE

Chop Cheong Bee Sdn. Bhd (CCB) was founded in 1985, one of the largest groups of commercial chicken farmers in Malaysia which able to produce about 280 to 340 million chickens annually and dealing with 80 to 100 customers per day. CCB provides millions of people with affordable and nutritious meat with an extensive value chain across the industry that includes chicken farms and poultry logistics. CCB is marketing the supply of live chickens to the local market and even penetrated the Singaporean market.

The company's business growing ever fast started with only 2 employees until today CCB has approximately 280 employees and currently operates 10 chicken farms ensuring the optimal amount of healthy live chicken production. CCB's development required years of dedicated effort that gave them the recognition as the 'Outstanding Broiler Farm' in Malaysia Livestock Industry Award 2018. As the demand for chicken meat rises each year, CCB needs to elevate the production efficiency for consistent supply and operational cost sustainability.

### THE CHALLENGE

Previously, CCB was using accounting software that is limited only to manage financial accounts and perform accounting actions. Accounting software helped them to track financial data. Yet, accurate analysis into the data to make data-informed decisions was challenging for CCB because of the excessive reliance on manpower and it's time-consuming as well as susceptible to human error.

CCB depends on data or business information from every department in the company to carry out numerous day-to-day activities. Furthermore, it's very critical that daily transaction data collection is done in real-time and on-field data like age, weight, and feed consumption of chickens should be accurate. Manual data entries became a key problem for CCB that caused data redundancies and incorrect data. Therefore, they needed a customized ERP software for their operations that can intertwine front and back-office processes into a single central hub.



**Company:**

**Chop Cheong Bee**



**Industry:**

**Food & CPG**



**Solution:**

**SAP Business One**

With the responsibilities of production plants growing more complex, there arises a need to look for software that can help CCB manage better and excel in today's challenging market.

### WHY SAP BUSINESS ONE?

SAP Business One integrates chicken performance, sales, expenses, purchases, feed production, feed formulation, and accounting. Hence, this solution enabled CCB to compile their business information into a single data source so they can instantly drill down to complete and up to date information. Consequently, this allows CCB to respond quickly to their customer needs.



Moreover, the solution streamlines and standardizes the processes operations from end to end with less manual intervention. Thus, this eliminates redundant data entries, errors, and costs.

SAP Business One helps monitor CCB Poultry Farm to quickly & easily manage daily activities, monitor expenses, body weight, mortality, feed consumption ratio (FCR). CCB gets a clear idea about how their branches and farmers are performing. Hence, it increases management response time to any potential problems in the farming/production phases.

Business One manages all items that CCB purchase, manufacture, sell, and record in inventory along with this it also has a decision-making tool. It covers all the aspects of the broiler farms, from the housing of day-old chicks (DOC) to the sale of chicken. Therefore, CCB can keep track of Inventory for DOC, Broiler chickens, Feed, Medication, and Fertilizer items with a batch number that can reduce shrinkage and allow easy stock-taking.

With SAP Business One CCB can easily manage and optimize staff performance and traceability levels. CCB reduced time spent on administrative tasks and excessive communications. Now, reports are generated in real-time and critical issues are addressed immediately and be more empowered to make decisions.

Axxis Consulting proposed SAP Business One because it's easily customizable for poultry farm management.

Moreover, Axxis offers low-cost, robust security, and highly scalable infrastructure platform in the Cloud that can guarantee a frictionless business operation.

### PROJECT RESULTS

After implementing SAP Business One, CCB reduced the waste of poultry livestock due to better analysis and monitoring during production phases. An example, CCB's farmer records the age and weight of the poultry accurately just in half a day which was done for 3 days by 4 farmers before the implementation of the system. Hence, grown broiler chickens according to customers' weight requirements are easily identified to be sold.

CCB's Staff efficiency increased due to an integrated system, avoiding double work. Before the implementation of SAP Business One, CCB utilized 6 staffs just for data entry or clerical job and now 4 of them are transferred to the HR department. This proper utilization towards internal staff allowed CCB to save time and focus on adding value to the business.

Now every management staff and farmer is going paperless; working on a digital platform. They are submitting the required forms using their computer, tablet, or mobile device and their customers are receiving invoices electronically via emails.

The benefits include better traceability and promotes the environment. All these data are also accessible in real-time which facilitated the management in making informed decisions on what to do next in a much shorter duration.

### FUTURE OUTLOOK

CCB is keen to graduate to more sophisticated digital transformation strategies such as complementing existing solution with e-commerce and business intelligence to access wide reports that indicate important business KPI's from a market-oriented viewpoint.

The continuous transformation of CCB will help them to identify potential problems and allow corrective action or planning to fix any budgeting or cash flow issues. Substantially, this will improve profitability and allow more confident purchasing decisions by the management.

SAP Business one and Axxis Consulting provided CCB an adaptive ERP solution with the agility to rapidly adapt to changing business challenges and able to be sustainable in the long run through digitized poultry operations.