

How Do You Become the Number-One Pastry Brand in China?

For fresh, healthy breakfast foods, China loves the number-one, Chinese-style pastry and fast food brand, Babi Mantou, from Zhongyin Babi Food. The company has always adhered to the concept of building a brand with conscience and ensuring quality with originality. But providing fresh, delicious, healthy, and safe breakfast foods for the general public requires keeping up with a business model that integrates industrialized production, cold-chain delivery, store sales, and corporate catering. The rapid growth of the company in recent years has resulted in its market share growing exponentially. So, its business structure is constantly upgrading. Babi Mantou needed a solution to easily modernize the entire product cycle from the source to the consumer.

Zhongyin Babi Food worked with Hand Enterprise Solutions to deploy SAP S/4HANA® to help improve the company's profitability and sustainability and exceed its long-term goals. Enabling collaboration and tracking across the supply chain, the system automatically processes store orders, and then sends production orders to the central factory. This business model helps ensure the freshness that China has come to expect from Babi Mantou.



“We wanted to create an agricultural economy with a scientific cycle, to truly control the quality of our foods straight from the source and **deliver fresher Chinese-style pastries and fast food** with original taste and flavor.”

Huiping Liu, President, Zhongyin Babi Food Co. Ltd.

Zhongyin Babi Food, which owns China’s top breakfast food brand – Babi Mantou – turned to SAP S/4HANA® to increase production and operational efficiency, reduce risk and cost, and improve the company’s profitability and sustainability. Working with Hand Enterprise Solutions on the implementation, the company built a customer-centered value network that brings together partners, combines resources, and enables collaboration and innovation.



Top 10
Fast food brands in China’s catering industry



2,300
Chain stores across China



¥2 billion
Annual sales





Providing Breakfast and a Healthy Lifestyle Across China Using **SAP S/4HANA®**

Zhongyin Babi Food Co. Ltd.
Shanghai, China
www.babifood.com

Industry
Consumer products

Products and Services
Processing and sales of pastries and breakfast foods; catering chain operations

Employees
1,000

SAP® Solutions
SAP S/4HANA®

Babi Mantou is the top brand in China's breakfast food market with the largest processing center in Shanghai. The company sought a software solution to fully integrate its product cycle from source to consumer. So it turned to SAP S/4HANA and Hand Enterprise Solutions.

Before: Challenges and Opportunities

- Need for information-enabled management tools aligned with the rapid growth of the company
- Desire to improve its operation management system and optimize existing business models in line with long-term company goals

Why SAP and Hand Enterprise Solutions

- Brings a wealth of success stories in the food retail sector
- Fits the business strategy to make Babi Mantou an international brand
- Brings the powerful Big Data management and analytics capabilities of SAP S/4HANA, which will enable digital decision-making and market-oriented R&D and food safety monitoring in the future

After: Value-Driven Results

- Establishment of a platform enabling collaboration and tracking across the supply chain, including the automatic transmission of store orders to central production – making it possible to base production on sales
- Integration of finance and business to turn business flow into data flow in real time
- Aggregation and connection of innovation resources, production capacity, and market demands
- Standardization of business processes with efficient control over store operations
- Transformation from human-centered management to systematic management, making departmental responsibilities more clear-cut and the organization more effective
- Integration of 96 lines of business across six systems including store POS, order approval, production management, and warehousing on one single platform

“The successful implementation of SAP S/4HANA not only enables effective and standardized business processes, but also provides a **modern management approach for future growth.”**

Yan Zhou, CIO, Zhongyin Babi Food Co. Ltd.



Featured Partner



4x

Increase in order efficiency

70%

Reduction in monthly settlement cycle
(from 15 to less than 5 days)

>98%

Accuracy of customer orders

Follow all of SAP



© 2018 SAP SE or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP SE or an SAP affiliate company.

The information contained herein may be changed without prior notice. Some software products marketed by SAP SE and its distributors contain proprietary software components of other software vendors. National product specifications may vary.

These materials are provided by SAP SE or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

In particular, SAP SE or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP SE's or its affiliated companies' strategy and possible future developments, products, and/or platforms, directions, and functionality are all subject to change and may be changed by SAP SE or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, and they should not be relied upon in making purchasing decisions.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. All other product and service names mentioned are the trademarks of their respective companies. See www.sap.com/corporate-en/legal/copyright/index.epx for additional trademark information and notices.