

# How Traditional Chinese Medicine Company Implements ERP System to Outperform the Market?

*The well-known Chong Kio Farmacia Chinesa, was established in Macau at 1970's by Dr Elias Lam lat Cho who began his career as a traditional Chinese Medicine practitioner and devoted himself to TCM industry since the 1950s. With deep traditional Chinese Medicine wisdom & knowledge, Chong Kio has successfully led the industry and gain customers' support and recognition.*



## Expansion from Hong Kong to China

With three stores in Macau, Chong Kio is a pioneer in adapting technology into their operations. While understating the needs to have better data consolidation strategy, the management has already implemented an ERP system back in 2012. Eight years has past and with the company's vision on expanding into China more rapidly, the management decided to further rely on more comprehensive technology provided by Oracle NetSuite.

"In the past, our colleagues are required to read data and perform duty allocation at the office. Now, they can view it instantly anytime, anywhere using Oracle NetSuite. Moving forward, we will focus on developing our retail business in Mainland China and Hong Kong. Considering long-term development and to keep up with market trend, drive business performance anytime, anywhere, on any mobile devices is necessary." Stated by Ms. Ines Lam.

On the retail side, the team need a system to share customers' response and manage customers' data. On the operation side, colleague need to manage duty allocation across all outlet. For the needs on such large scale collaboration, switching to a cloud-based ERP greatly improve the efficiency.

"Oracle NetSuite is the most suitable system. We can monitor business performance, maximize productivity and effectiveness with real-time data. The reason we contact with Oracle NetSuite is, they are a well-known ERP system company and also because other business owners shared their experience on using NetSuite and recommended to us." Ms. Ines Lam.

In the new digital age, consumer behavior is changing rapidly under the increasing flow of information and knowledge. Finding ways to gain actionable insight efficiently in order to outperform the competition with accurate data become a fundamental practice in the industry. Ms. Ines Lam, Executive Director of Chong Kio Farmacia Chinesa Co. shares her decision pathway on expansion with the aid of ERP.

**"Good tools are prerequisite to the success of a job. In this new era, ERP system has become an important tool of improving marketing, target customer segmentation and sales campaign."**

Ms. Ines Lam.

## Big Trends in Retail Industry

Customized, considerate and caring services become a norm in the retail industry. Ability to cope with these factors derive a real competitive differentiator for businesses. Facing demands on high quality service level and changing competitive market trends, personalized customer experience is the key to success.

Ines Lam mentioned, "in order to create effective marketing campaigns that can provide customers a personalized and relevant experience, we must precisely analyze customers' demographic, purchasing trends & behavior, also their response pattern. Therefore, we need to build our own database. One of the key pieces of puzzles is a powerful ERP system."

With a systematic, streamlined, and comprehensive means to collect valuable data during day to day activities of Chong Kio, management team can accurately visualize the client behavior, identify market trend, and compile actionable strategy to bettering customer experience.



# Reluctant to Change Prone to be Eliminated

Flashing back, if Chong Kio did not make the move on integrating their first ERP in 2012, they would not have adequate data to make such precise decision on their growth today. Technology has evolved past decades and so does the needs for an evolving business model. Driving a business without the aid of technology cripples the visibility and reduces the pace a business to keep up, causing those businesses to be redundant.

"We understood switching a system requires tremendous effort, however, we have confidence to transform from the previous system to cloud-based Oracle NetSuite. We are willing to choose an appropriate and comprehensive ERP system whereas the primary consideration is whether the system can tailor to our needs and introduce a smooth business operation. At the same time, we also consider whether the technical team has sufficient and comprehensive knowledge to support the whole transformation and beyond.

Fortunately, Oracle NetSuite recommended Fern Ltd., a F&B specialized technology company, to provide the solution and development service to us. They are familiar with the F&B retail industry and can fully consider how to incorporate the internal process through the system to achieve the best result, so that we can be rest assured and confident to replace the system." Concluded by Ms Ines Lam, Executive Director, Chong Kio Farmacia China Co.

Running a business is like sailing. The captain needs a reliable vessel, a strong team, and a decisive direction. With the technology available, operating a business without proper ERP system is like sailing using a paper map while all other competitors are using GPS. With the direction of Chong Kio's expansion into Hong Kong and China, Ms. Ines Lam has selected NetSuite as their core technology integrated by Fern Ltd. They are well prepared for their journey.



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