Secret Of Rapid Expansion: Simply Follow The System

2019 and 2020 are years of epidemic and instability. There are waves of layoffs and closures. However, Tak Moon still opened "Master Beef", a Taiwanese hotpot restaurant, in September 2019 in such an environment. And it has rapidly expanded and launched a new business line, "Anping Grill", a Taiwanese BBQ restaurant. As of April 2021, Tak Moon has opened a total of eight outlets and the business will continue to expand.

While the number of outlets is increasing, the data becomes more fragmented and its management becomes more and more difficult. "An integrated management system is really important to any restaurant chains. It can make the business run faster and smoother." Ms. So emphasized this point throughout the interview.

Encountering Difficulties In Business Expansion, The Company Desires For A Comprehensive Management System

After the business is on track, many companies, including Tak Moon, will start to use ERP (Enterprise Resource Management System) to manage the company. Ms. So shared the company's difficulties in expansion:

1. **More time is allocated to prepare Microsoft Excel and communicate between departments**
2. **The data between different outlets is not synchronized, resulting in data discrepancies in departments and wasting of communication time**
   The warehouse department can only prepare an updated inventory list after all the goods had been shipped in the morning, the list will then be sent to the purchasing department. However, the warehouse department will start pick and pack the goods again in the afternoon. As a result, the purchasing department never has a good idea of the real-time situation of the inventory.
3. **Need to allocate staff to organize fragmented data**
   Allocating someone specializing in preparing Microsoft Excel, checking the data (e.g. inventory) with different departments, making delivery orders, and then sending Excel files for every outlet to inform them of the next logistics shipping schedule.
4. **Manual input errors are unavoidable**
   Sometimes, there would be a wrong delivery, as a result of differences in the outlet orders and the accounting department's data.

Desperately Seeking, Lucky Enough To Meet Fern

With the above hardship, Ms. So eventually realized that the company must be quick to find a system that can manage all departments simultaneously. Before making the decision, Ms. So compared different ERP in the market, and finally found that Oracle was quite satisfactory. Frankly speaking, Ms. So told us that she was not very familiar with the funct-ions and features of all these systems at the beginning, but she finally chose Oracle Netsuite because of Fern.

"Fern is very familiar with F&B (catering industry). It quickly provided us with the complete operation and implementation process, and even invited another F&B company for me to ask for comments after they implemented ERP. It definitely built up our confidence." said Ms. So. It is inevitable to have fine adjustment in the operation process to coordinate with the system - Fern understands the needs of customers: always patient to explain the functions of the system and eager to assist in solving problems.

Follow The Process. No More Troubles! Enjoy ERP One-Stop Management!

Recalling the past, Tak Moon used to have three systems for management: Xero for the Accounting Department, Food Market Hub for the Purchasing Department, and Excel for the inventory system. The use of different flows and systems fragmented the data. Much time was spent on coming up with an Excel spreadsheet in order to communicate effectively between departments, which was inconvenient.

On the contrary, if employees can check all the data and receipts of all departments in real time simply using their computers or mobile phones, not only much unnecessary communication and data integration time will be saved, the accuracy of the data can also be ensured.

With the intense competition in the catering industry, it is never easy to stand out from the market in Hong Kong, especially in times of adversity. But still, Tak Moon Holdings Ltd. has rapidly opened eight outlets in recent years. While the business is expanding, Ms. Kahlan So, Managing Director of Tak Moon, gradually realizes the importance of adopting an integrated management system.

"Fern is very familiar with F&B (catering industry). It quickly provided us with the complete operation and implementation process. It definitely built up our confidence."

To be more specific, after Tak Moon chose Oracle Netsuite, with the additional function "FernSpeed" set by Fern, the outlet only needs to place an order on the mobile phone interface, and the purchasing department can receive the order on the system. After checking and verification, it can be converted into a picking list with one click. The warehouse staff can then pick, pack and deliver the goods to the outlet according to the information on the system. After implementing the system, it only takes about half an hour to complete the cycle: from order cut-off to warehouse picking, which is time-saving.

"Employees only need to do their jobs and follow the system process. They no longer need to worry about other things. Manpower errors could then be minimized." said Ms. So. She agreed it is very important to use an integrated system to manage chain restaurants.

Still Use Several Systems?
Only Use Accounting Software And Excel
To Manage Your Restaurant?

How is the management of the catering industry different from other industries? Is it possible to use traditional accounting software and Excel only?

Indeed, Ms. So agreed that Xero is a very user-friendly accounting software. People can easily understand how to use it, even without any accounting background. Yet, Tak Moon only used Xero to manage the numbers because the software could not synchronize and integrate the data across multiple departments.

In fact, Xero cannot be linked to all company departments or processes, such as the procurement system and human resource management system. Moreover, it costs a lot of manpower and time to prepare different Excel spreadsheets for different outlets. On the contrary, ERP can be used to manage all departmental processes in one-stop. It can achieve almost all of the above functions, simplify tasks and improve operational efficiency greatly.

Reducing Some Flexibility,
Be Determined To Integrate Management!

"There's always some inflexibility if you use the system, but you must give up these if you want to systemize the process." Ms. So said. And she believed that we must abandon some traditional management practices after implementing ERP, if we want to integrate the management.

Messages To Catering Industry:
Play Your Part Well

When Ms. So was asked "What should the catering industry do in order to survive in the poor economic environment and adversity", she believed that food quality is always what customers mostly concern about. It is important to maintain both food and service quality - Play your part well.

In adopting the system, the operation will become more efficient. You can therefore focus more on food and service quality to attract more customers.

Contact Us

✉ info@fern.com.hk

📞 (852) 28992273

🏠 203, Kingsfield Centre, 18 Shell Street, Fortress Hill, Hong Kong

🌐 fern.com.hk/ 　　in Fern Limited

fern　　ORACLE **NETSUITE**
Solution Provider