

Cafe Deco Group

峰景餐廳集團



Supply Chain Optimisation and Better Dining Experience Through Barcodes

條碼在手 優化供應鏈及餐飲體驗



With foresight, the Group has recognised the imperative of strengthening the supply chain and logistics in order to support and accommodate our continuous business growth. Both the existing supply chain and ordering systems needs to be streamlined and strengthened. To this end, we have been shopping around for a solution that will provide us the strategy and course of action for the way forward.

Mr. Thomas Mak, Director of Business Development and Supply Chain



About the company

Cafe Deco Group is one of Hong Kong's leading and most successful bar and restaurant groups. To create the utmost and complete dining experience, its success recipe lies in its consistently high quality of food, wide variety of cuisines, friendly and efficient service, as well as appealing ambience of its outlets for any occasion, business or pleasure.

Challenges

Since Cafe Deco Group announced its merger with Chevalier Pacific Holdings Limited in 2011, the Group grew in scale with over 30 outlets in Hong Kong, Macau and Sydney. To strengthen the supply chain and logistics that support the continuous business growth, the Group was looking to improve its supply chain efficiency and visibility by better tracking and tracing its food product movement. A modernised order system was also needed to facilitate internal communications between the restaurants and warehouse.

Solutions

The process consultation services provided by GS1 Hong Kong exactly suited the Group's most pressing need. The professional team assessed its current business operations and found that the previous ordering process took a relatively long lead time and the inventory amount was not too accurate as the product flow could not be tracked comprehensively.

Taking the advice from GS1 Hong Kong, the Group decided to adopt GS1 global barcode system on its diversified kinds of food items, which fulfills the multiple objectives of improving product traceability, stock visibility and inventory management in a cost-effective way. With barcodes, the Group is now able to use automated data to track and trace food usage, streamline procedures and connect all parties along the supply chain.

The use of barcodes also eliminates human errors arise from manual operation.

Moving forward, the Group will extend the use of barcode to its warehouse to improve inventory accuracy.



Benefits

With the introduction of barcode, the Group has now adopted a paperless and instant ordering process which helps to:

- 1 • Save 70% of order processing time**
- 2 • Ensure higher invoice accuracy and supplier service level**
- 3 • Improve product traceability and visibility as well as accuracy in food ingredients purchase orders**



公司簡介

峰景餐廳集團是香港最優秀的餐飲集團之一。成功之道在於其全面的餐飲體驗，當中包括優質的食物、多樣化的菜式、友善且富效率的服務、以及愉快氛圍，適合各種商務或休閒場合。

挑戰

峰景餐廳集團於2011年宣布與其士泛亞控股有限公司合併，並在香港、澳門及悉尼以超過30間分店的規模擴展。為配合持續的業務增長，集團致力完善其供應鏈及物流系統，並透過優化追蹤食品流動過程，提升供應鏈運作效率及透明度。此外，現代化的訂單系統亦可促進餐廳與倉庫之間的內部溝通。

解決方案

香港貨品編碼協會所提供的流程改善諮詢服務正迎合集團的迫切需要。在專業團隊評估其業務運作現況後，發現集團先前的訂購程序處理時間較長，亦未能全面追蹤產品流動降低倉存量的準確性。

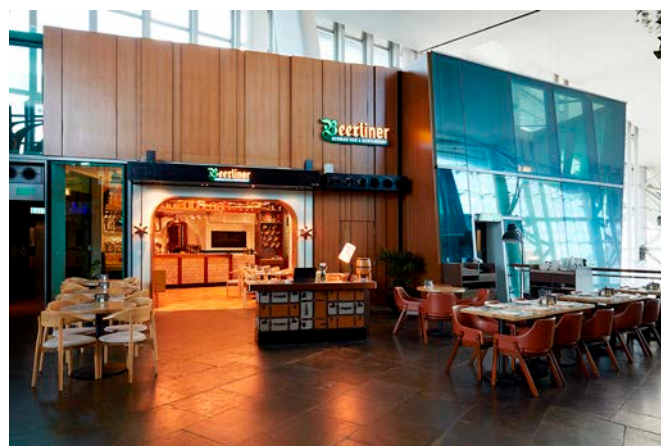
集團聽取了本會的建議，決定採用GS1 環球條碼系統，管理多元化的食品項目，並符合多項目標：包括提升產品可追溯性、存貨透明度以及倉存管理的成本效益。在條碼系統的協助下，集團現可使用自動化數據追蹤食品用途，精簡程序，並加強供應鏈上的各個持份者的聯繫。此外，善用條碼亦能消除人手操作衍生的人為錯誤。

集團積極邁步向前，將會把條碼系統的使用範疇進一步擴大至貨倉，以增加倉存準確度。



展望未來，集團意識到加強供應鏈和物流系統的重要性，那將能支援和迎合我們持續的業務增長。現有的供應鏈和訂單系統都需要精簡和增強。為此，我們正積極搜羅一套能引領我們往前發展的策略和執行方案。

業務拓展及供應鏈總監 麥景祺先生



效益

在引入條碼系統後，集團現採用無紙及即時訂購程序，並

- 1 • 將訂單處理時間縮短 70%
- 2 • 提升訂單準確度及供應商服務水平
- 3 • 增強產品可追溯性和透明度，同時亦加強食材訂單的準確度