

Case Study: Maggie Beer Products



Company Profile

Based in the heart of the Barossa Valley, the Maggie Beer brand is built on seasonal, fresh foods. Maggies has a simple philosophy – use great produce to make delectable dishes with creative instinct.

Her award-winning Pheasant Farm Restaurant opened in the early 1980s, but her firm's food distribution business began in 1984 with one of the restaurant's signature dishes, Pheasant Farm Pate.

Maggie Beer products are now in all Australian states and an accredited export kitchen built in 1996 now sends the Maggie Beer range to specialty food stores all over the globe.

Business Challenges

The tools and systems being used by Maggie Beer lagged behind in functionality and could not keep up with the continual aggressive growth of the company.

An off-the-shelf software package and a disparate combination of Excel spreadsheets were used across the company to record and track a large inventory, manufacturing and distribution logistics and ongoing sales analysis.

This was extremely labour-intensive and prone to human error with the amount of data entry required, which meant that reporting was hit or miss.

Company:
Maggie Beer

Industry:
Food production and distribution

The Issue:
With ongoing expansion at 20-25% per annum, the company's procedures and systems used to manage inventory, production and manufacturing were hampering growth.

The Solution:
Implementation of the full Gcorp Food and Beverage solution to streamline inventory, product manufacturing and sales reporting management.

“The system has been integrated with minimal fuss and we have received a superior level of local service and support.”

Claire Minogue
Finance and
Administration Manager
Maggie Beer

The Solution

After evaluating a number of software providers, Maggie Beer chose to implement Gcorp Food and Beverage into the business.

The company is now using almost every aspect of the Gcorp system to manage:

- Accounts payable
- Accounts receivable
- Cash management
- General ledger reporting
- Financial reporting
- Inventory control
- Purchasing
- Sales analysis
- Budgets
- Manufacturing processes (including job costing and Bill of Materials).

Maggie Beer has also had some of the modules customised to meet its specific business requirements.

The Outcomes

Using Gcorp has provided numerous benefits for Maggie Beer:

- From an inventory perspective, staff can see the value of stock in an instant, without re-keying data and manually linking different reports to get the 'whole picture'.
- Fewer stock takes are required, which used to be a difficult monthly process filled with inaccuracies.
- Staff have greater confidence that they have the right levels of stock available and an accurate valuation on raw materials.
- Inventory management flows through to purchase orders and supplier invoices, right down to the manufacturing process.
- The production team has greater visibility of what is happening across the business, and can count on the software to analyse production needs.
- A specially designed cash receipt function allows take up of customer receipts in minutes rather than the hours it used to take, with complete accuracy.
- From a sales reporting perspective, the company has greater transparency at the individual store level to conduct ongoing sales analyses.
- In the future, the company may use the system for risk management to meet the stringent quality assurance procedures set by the industry.

About Graycorp

Graycorp works with food and beverage, distribution and manufacturing companies offering a fully integrated software solution that provides the business tools to support informed decision making and achieve optimum business results. The Graycorp team offers clients a unique blend of direct commercial experience in distribution and manufacturing consulting, business software development and client support.

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