



VIVA GLOBAL LTD

INTRODUCTION

Viva Global Ltd is a dynamic company dealing in the importation and distribution of beverages throughout East Africa. Within a relatively short period, Viva has become a leading player in the beverage market region.

The company has a successful distribution network around Kenya, including both Off-Trade and On-Trade clients backed by an effective marketing and product support strategy. There are over 1000 customers nationwide, who are supplied on a daily basis.

THE CHALLENGE

- ✓ Continue to promote rapidly accelerating business growth
- ✓ Increase process efficiency and, in turn, customer satisfaction

KEY BENEFITS

- ✓ Increase in overall operational efficiency
- ✓ Greater operational control with more accurate reporting, efficient warehouse management, swifter deliveries, and shorter lead times
- ✓ Access to real-time business data for more-informed decision making
- ✓ Proactive management of stocks and timely customer deliveries, significantly increasing customer loyalty
- ✓ Flexible and scalable platform that can grow with the company



COMPANY KEY FACTS

Industry : Food and Beverages

Sector : Wholesale and Distribution

Previous Solution : Sage

“We have to control our business and our margins very, very closely. When we started out, I could see exactly what was happening – stocks, costs, pricing, margins, everything – because we were small. Now we have a much larger operation. SAP Business One helps keep it under control.”

Sameer Sheikh – General Manager



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