

流通服務智慧化案例彙編

生態系產配銷協同作業升級計畫

弘爺國際企業股份有限公司

摘要

數位化、智慧化的流通服務已然為時下產業界之趨勢。然而，許多餐飲零售業者為自創經營，沒有預算建構屬於自己商店的系統平台，許多作業流程與資訊管理方式仍以傳統方式來執行，導致食品供應鏈中的各廠商間溝通不佳，致使較低的作業效率低、及較高的成本的情況發生。因此，弘爺國際企業股份有限公司執行「生態系產配銷協同作業升級計畫」，發展三大功能：供需鏈協同平台、供補貨暨採購預測管理、及銷售暨門市訂購預測管理，以建立生產、配送、銷售等供應鏈三端之間的資訊溝通橋梁，並提供商業智慧分析輔助。導入此計畫後，業者的作業效率提高、成本降低。除此之外，透過數據分析結果的輔助，業者也得以提供消費者更好的服務，進而提升業績並帶動相關經濟產值。

關鍵字：流通服務、平台、資訊溝通橋梁、商業智慧

Abstract

Digitized and intelligent circulation services have gradually become mainstream in the industry. However, most food retailers are small businesses with a limited capital budget to develop a system platform for their own stores. Many of the work processes and information management are conducted in a conventional way, and therefore cause poor communication between each vendor in the food supply chain. The lower work efficiency and higher cost situations are consequently coming one after the other. By constructing on three major functions, “Supply Chain Collaboration Platform,” “Supply and Replenishment Management with Ordering Prediction” and “Sales and Purchase Prediction Management,” HONG YA INTERNATIONAL ENTERPRISE CO., LTD. conducts the “Project of Collaborative Progressing in Production, Distribution and Sales Ecosystems” to establish the information communication channels between the three ends of the supply chain (production, distribution, and sales) and provide business intelligence as well. This project helps the vendors enhancing work efficiency and decreasing operation costs. In addition, based on the data analysis results, the retailers can provide better services to the customers, to further increase the sales and have an effect on the performance of the relative industry.

Keywords: Circulation Service, Platform, Information Communication Channel, Business Intelligence