



Case Study

Victoria Foods Ltd

Serving up the Right Mix

Victoria Foods is one of the foremost manufacturers of home baking and desserts mixes for the UK Retail and Food Service sectors. The company produces the Jane Asher “Great to Bake” range of bake mixes and Jane Asher Creative Dessert Collection, as well as its own label products. To secure its position as a significant supplier to the major supermarkets, Victoria Foods has brought greater control into its factory in Leigh, Lancashire, with the implementation of a SYSPRO ERP system.

With SYSPRO, the company has two key objectives – one is to enhance customer service levels through total stock visibility and the other is to improve production planning

Customer Service is a key business goal for Victoria Foods, with retail customers demanding a minimum 98.5% whilst ordering on a day 1 for day 3 basis. The difficulty for Victoria Foods is minimizing stock holding and stock obsolescence while achieving this expected customer service level.

In the past, the company has used a spreadsheet based system to provide operational data on which to base manufacturing decisions. Invariably data would be out of date having been provided by separate functions within the company. In implementing a SYSPRO-based ERP solution, Victoria Foods is looking for one set of data to base its decisions on by combining MRP and Inventory modules in a single database to increase stock accuracy, reduce stock movements and substantially reduce slow moving stock and inventory.

The Company went live with the Financial, Distribution and Purchase POP modules in December of last year, with MRP following closely at the end of January 2004 which encompassed the Stock, MRP and Data Capture modules.

The planning process presently utilises MS Project to prepare a Master Production Schedule and production plan. The current process requires the planner to continually review available unstructured forecast and inventory data provided both from within the business and by the Company’s third party logistics provider. This results in continual manual intervention and over-reliance on the one individual to maintain the planning process.

In order to improve the links between forecasting and production planning the Company is committed to further extend its core ERP system by utilizing the SYSPRO APS module.



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The company has already populated the database in readiness for this module and expects to go live soon.