BaseEdge - CPG Essentials

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SAP Partner

Overview

The Consumer Packaged Goods (CPG) industry includes companies that make everyday, low-cost items needing regular restocking, sold through retailers, e-commerce, and direct-to-consumer channels.

Key Categories of CPG Products

Food & Beverages

Snacks, Dairy, Frozen meals, and Soft drinks, etc.

Personal Care

Soaps, Shampoos, Cosmetics, and Toothpaste, etc.

Household Products

Cleaning supplies, Detergents, Paper goods, etc.

Over-the-Counter (OTC) Drugs

Pain relievers, Vitamins, Health supplements, etc.

INDUSTRY CHARACTERISTICS

High Volume, Low Margin: Success relies on selling in bulk with slim profits.

Fast-Moving: Short lifecycles, high consumer turnover.

Shelf Space Competition: Limited retail shelf space creates intense competition.

Brand Loyalty: Strong brand recognition drives purchases.

Operational Needs: Requires a robust supply chain, inventory, and demand forecasting.

TRENDS AND INNOVATION

Digital Transformation: E-commerce, D2C, and digital marketing are reshaping engagement.

Sustainability: Focus on eco-packaging, waste reduction, and ethical sourcing.

Health-Conscious Consumers: Rising demand for organic, low-sugar, plant-based, allergen-free products.

Smart Supply Chains: AI, IoT, and analytics enable predictive planning and automation.

Personalization: Custom products and experiences driven by consumer data.

GROW WITH SAP SOLUTION BENEFITS

- **50% less time on product costing tasks**
- **50% faster month-end close**
- **65% shorter sales planning cycle**
- **98% customer satisfaction achieved**
- **1 week from order to delivery**
- **Zero network downtime post-implementation**

Source: https://www.sap.com/about/customer-stories.html?tag=industry%3Acons0000000005umer-industries&tag=software-product%3Aenterprise-management%2Fsap-s-4hana-cloud&pdf-asset=74934302-f77e-0010-bca6-c68f7e60039b&page=11

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VALUE PROPOSITION

CEO
- Faster time-to-market with agile launches and trend response
- Transparent, sustainable, cloud-based growth at scale
- Real-time insights enable smart, fast market moves

Finance
- Faster market entry with agile launches and cloud support
- Trusted & transparent through sustainability and compliance
- Smarter strategy with real-time, data-driven decisions

Manufacturing
- Efficient operations with real-time planning and forecasting
- Agile & resilient to change with quality and defect control
- Sustainable manufacturing through impact tracking and reduction

Purchasing
- Smarter procurement with automation and real-time supplier collaboration
- Clear spend insights to control costs and source smartly
- Risk ready with early supply chain risk detection

Sales
- Unified sales with seamless omnichannel and fast fulfillment
- Smart pricing and forecasting with real-time data
- Customer-centric insights for targeted marketing and engagement

IT
- Simplified, scalable IT with cloud-based architecture
- Secure and up-to-date with enterprise protection and updates
- Connected ecosystem via SAP and third-party integration

PACKAGE BENEFITS

CEO
- Dashboards and KPIs drive quick, informed decisions
- Cloud-native setup supports growth and ESG goals
- Modular design speeds up launches and adaptability

Finance
- Real-time reporting and faster closing
- Supports tax and standards like GST, IFRS
- Analytics for margin tracking and cash flow planning

Manufacturing
- Real-time control with integrated planning tools
- In-process checks and lean methods cut waste and defects
- IoT enables predictive maintenance and automation

Procurement
- Automated procurement with streamlined procure-to-pay and reduced manual effort
- Collaborative, informed sourcing via real-time supplier interaction and tracking
- Optimized spend and inventory with full visibility across supply and warehouses

Sales
- Unified customer insights with real-time, cross-channel tracking
- Efficient order management through automation and dynamic pricing
- Timely fulfillment with fast, accurate deliveries for higher satisfaction

IT
- Lower TCO by removing legacy systems and hardware
- Continuous innovation with quarterly updates and built-in compliance
- Seamless integration with third-party apps, IoT, AI, and SAP BTP

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SAP Qualified
PARTNER-PACKAGED SOLUTION

Key Scope by Business Functions

Business Functions	GROW with SAP			BTP / DRC
Reporting	• Enterprise Risk & Compliance • Convergent Invoicing Analytics • Group Reporting	• G/L & Financial Accounting Analytics	• KPI & Asset Accounting Analytics • Budget Plan vs Actual analysis	• External system integration
Finance	• Group Ledger (IFRS/US GAAP) • Bank Account Management & Integration • Tax Management	• Revenue Management • Treasury Management	• Credit & Asset Accounting • Budgeting • Product Cost Related Master Data Changes	• Compliance reporting • Product Cost Related Master Data Changes
Manufacturing	• Manufacturing Insights • Production Capacity Leveling • Just-in-Time Production	• Batch Mgmt & Production Analytics	• Make-to-Stock / Make-to-Order Production	• Excel-based purchase requisitions
Purchasing	• Central Procurement • Intercompany Stock Transfer • Scheduling Agreements • Procurement with and Without Quality Mgmt	• Sourcing & Procurement Analytics	• Supplier Mgmt & Subcontracting • Subcontracting - Consumer Products	• Procurement with and Without Quality Mgmt
Sales	• Intercompany Sales • Free Goods • Sales Rebate Processing	• Sales Quotation, Consignment, Returns	• Price Management • Sales of services • Returns Management	• Auto sales order creation • Returns Management
Platform	• Digital Payments • Microsoft Teams Integration	• Data Privacy, Master Data, Responsibility Management	• Data Quality Management	• SAP S/4HANA data transfer

Implementation Time: **90 Days**
Post-Implementation Support: **30 Days**

Terms and Conditions Apply

Available at an Additional Price

ADD-ON SERVICES

BTP Business process integration

With SAP BTP Integration Suite, you can integrate additional BTP-based processes with external systems seamlessly.

Robotic Process Automation (RPA)

Using SAP BTP standard bots and RPA, you can automate additional data entry processes efficiently.

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Customer Quotes

> Our aim is to become the premier original design manufacturer in the Chinese cosmetics sector. SAP S/4HANA Cloud enables business and finance integration, while SAP Services and Support safeguards our steady business growth.
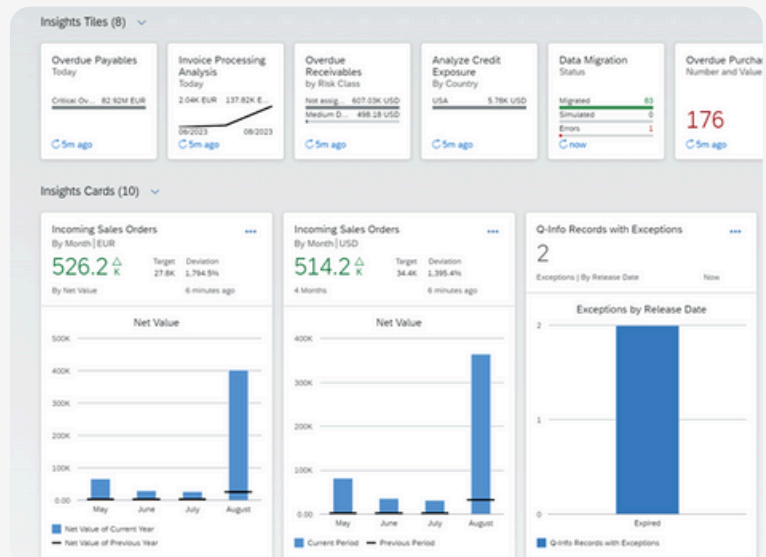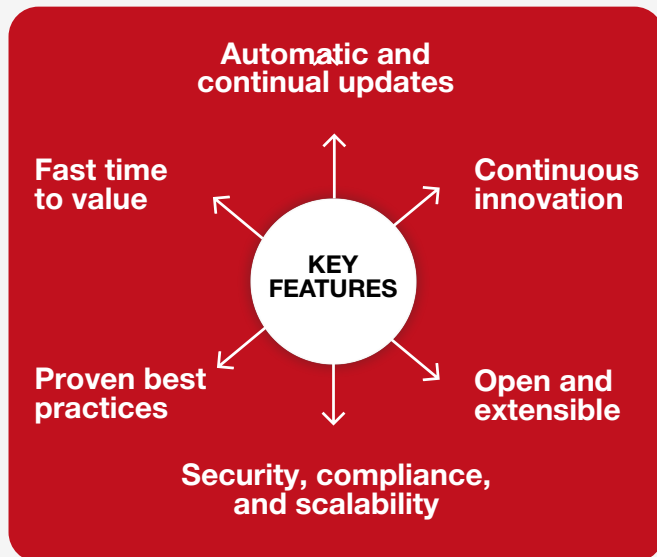>
> **Guy Classen**
> **Chief Executive Officer, RIHO International B.V.**

> Most of our business transactions were recorded on local computers, especially in Microsoft Excel. All sales related data was stored in individual computers even though we had a local ERP system. Our existing setup just could not keep up with the demands of a digital market and our goals of expansion.
>
> **Changsu Yeo**
> **Digital Innovation Team Manager, Shinsegae International Co. Ltd**

KEY FEATURES

- Automatic and continual updates
- Continuous innovation
- Open and extensible
- Security, compliance, and scalability
- Proven best practices
- Fast time to value

Offices

- **Headquarters** (Singapore)
- **Global Competency Center** (India)
- **Regional Transformation Offices** (Japan, Australia, and Malaysia)
- **Upcoming Offices** (Indonesia and Thailand)

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