

Mr. Bread, Bolivia

Case Study



Company Profile

Mr. Bread is one of the main bakeries in Santa Cruz, with over 20 years on pry it has become a traditional shop in the bakeries market. They continue giving their customers a wide variety of bread and different typical baked goods as usual over the years. Nevertheless, they are doing their best to improve new products keeping the taste as always.

Their facilities are located in Santa Cruz city (Bolivia) on Beni #770 Street – Hamacas Northern Zone. It is in a very crowded and easy to get place.

It started as a family business using home recipes prepared by Mrs. Martha Suárez (current owner's mother). The bakery began to provide baked goods to the neighborhood around and also to the surroundings areas.

12 years ago, Mrs. Martha Hölter Suárez began taking care of this business while she was also the person in charge of the recipes. She was always trying to improve the production level and preserve the traditional taste.

Mr. Marcelo Pereira Hölter (current owner's son) is now running Mr. Bread and he is committed with the growth of the business. That is why he works on customer service in order to offer further benefits. As well he shows himself eager to invest in a solution that supports the latest business tools.



Status

From 2006, Marcelo Pereira Hölter has been working as Mr. Bread's manager and ever since he studied carefully the strong necessity to have a branch in order to improve the service.

"We also realized that it wasn't only about improvements in infrastructure but also we needed a system to organize, centralize and control the whole accounting data," Marcelo recalls those days.

In this sense they looked around for some local and international alternatives in terms of business solutions. What they expected to have was an efficient workflow using a system suitable to their particular requirements.

Mr. Bread had not used a business solution before so their accounting was carried out manually until the middle 2007. To that date, there was a poor control over the production due to ongoing customers' orders, sometimes they lost important information and it also used to happen that they lost raw material and money. Other problems were poor communication with suppliers, delivery schedules and customer service at the shop. Many times customers had to make long lines waiting for their order.

"So we decided to invest in a Business Solution to prevent us from all of these problems. We wanted to have a system that helps us control and organize our resources. Moreover, we wanted to grow making it easy for our customers to come around at the shop, pick what they wanted and pay it off at hand," says Marcelo.

Mr. Bread started to run FirstOffice Platinum to fuel its development and give customers the best benefits at the same time.

HansaWorld Choice – FirstOffice Platinum

As mentioned before, the headmasters of Mr. Bread checked out various local and international alternatives and after all their research, they turned to FirstOffice Platinum.

Mr. Bread did not only find the expected SOLUTION but also discovered a fully integrated system with the latest tools, security and the friendly side of HansaWorld. "Gerardo Chamón – HansaWorld Bolivia sales executive, showed us another customer-supplier perspective in terms of long term relation to ensure success", said Marcelo Pereira.



"FirstOffice Platinum gives us a state of the art style by running this system at the different outlets with Touch Screen interface. This makes our business more attractive to the eyes of customers and sweeps the old solutions which only featured plain sheets for basic information", added Marcelo.

Benefits

Some of the benefits that Mr. Bread has experienced by using FirstOffice Platinum:

- Total Integration with all areas of the business.
- Friendly Interface with the users.
- Better Quality in Customer Service.
- Improvements in operative processes.

It is a very innovative tool that offers not only the basics (Purchases, Sales, Nominal Ledger) but also CRM (tracking of Suppliers and Customers), mail shooting within the very same database, Internal Chat to prevent queue of phone lines, Integration with Skype, remote access compatible with most of the operative systems.

Future

Mr. Bread will continue relying on HansaWorld as they are opening a new branch in another part of the city. This new branch is in a very strategic place and will supply for all those neighbors and existing customers around.

They have set themselves a goal which aims to handle the whole accounting data, reports, etc, without any external person. They are very confident now that a chain of bakeries would perfectly be managed together with HansaWorld Enterprise. This means that they are concerned about the need to upgrade.

Implementation

The Implementation process has been taken to be personalized, constant, appropriate and accurate in terms of timing and training. "We consider that the training was efficient and very useful", Marcelo Pereira.

Conclusion

"We can say that our expectations have been fulfilled since all shortcomings were under control. We know that we had many mistakes in handling purchases, sales, production and reports but now we are able to run an analysis of the business from the screen and we have a great support team in HansaWorld Office that is always backing us up. Since the implementation of the system, we are having more time to do other activities related to the business's growth", Marcelo Pereira Hölters.

HansaWorld Profile

HansaWorld is a company that provides development and distributes business solutions. With over 20 years of experience in international software market, it is our main target and motivation to get ahead of changes offering our customers every now and then, new options to improve the management of their companies and businesses.

Having implemented over 70,000 installations in the world, we own enough experience to become your software supplier offering you a safe product which combines our global knowledge with home representation.

