



GLAB 2018

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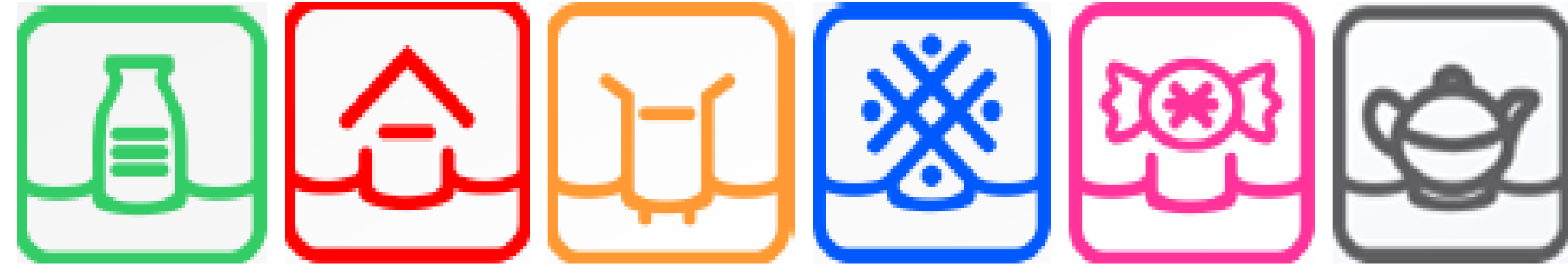


PT Sukanda Djaya

Indonesia

1 INDUSTRY:

Sukanda Djaya is Indonesia's largest refrigerated food and beverage distribution company, and a leading importer of frozen, chilled, dairy, and dry food and beverage products.



2 PROBLEM:

Sukanda wants to strengthen their market position in order to better defend against startups in the industry. We were asked to identify and prioritize digitization opportunities with the intent of improving strategic positioning through operational excellence.

3 APPROACH:

1. Identify digitization opportunities
2. Prioritize based on feasibility and impact
3. Narrow scope to one opportunity
4. Conduct thorough impact and implementation analysis
5. Recommend final digitization option



4 FINDINGS & RECOMMENDATION

We researched over 15 digitization opportunities and narrowed the scope to CRM and Vendor Applications. Both appeared to add significant strategic value to Sukanda. We conducted customer and employee interviews to understand the impact of these options. We found that customers were not currently ready to integrate with systems required for Vendor apps.

We concluded that CRM presented a strong opportunity for growing Sukanda as a business, and should be prioritized over competing investments.

In addition to the analysis, we provided multiple deliverables to assist implementation and execution of a CRM: a) CRM Vendor Analysis, b) ROI Model, and c) Implementation Best Practices.