



Goede Hoop Citrus
South Africa
www.ghcitrus.com

Industry
Agriculture

Products and Services
Packing and export of citrus

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Goede Hoop in SAP Business One bears fruit

For 90 years, Goede Hoop Citrus has been the region's biggest packager and exporter of citrus fruits. The company was previously relying on a proprietary system to manage information, but this didn't support data quality and provided insufficient product traceability. Now, with SAP Business One, Goede Hoop Citrus benefits from a single repository that connects production, distribution and financial data, enabling the company to manage costs more effectively and grow the business with confidence.

Before: Challenges and Opportunities

- Proprietary system didn't provide reliable management information
- Lack of product traceability
- Growing market and continuous evolution

Why SAP and Partner

- SAP Business One provides a unified repository for all company data
- Established market leader in enterprise software
- Seidor Africa understood our needs and their service was efficient and responsive

After: Value-Driven Results

- Visibility into accurate data across its operations
- Enables costs to be managed more effectively

“ I think we've got the correct basis of software to grow.”
Gys Van Wyk, IT Manager, Goede Hoop Citrus (Pty) Ltd.

