



Towfiq Kenya Limited
Kenya

Industry
Consumer Products

Products and Services
Wholesale distribution of household name brands

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Towfiq Kenya drives healthy growth with SAP Business One

Initially established as a wholesaler, since 1993 Towfiq Kenya has focused on the national distribution of popular brands of fast moving consumer products for health and hygiene. The company operates three facilities and has increased its turnover substantially in recent years. During this growth phase, the distributor needed to implement an ERP solution to take the business to the next level, and chose SAP Business One to streamline operations and support faster, more accurate decision-making.

Before: Challenges and Opportunities

- Challenges in providing financial reconciliations
- Lacked an asset management system and was still relying on spreadsheets
- Business decision-making tended to be based on guesswork
- Needed a robust ERP solution to give the business a solid foundation for sustained growth

Why SAP and Partner

- Received recommendations from businesses already using SAP Business One, which has a strong reputation
- Seidor Africa is the largest and most successful SAP Business One partner in Africa, came highly recommended. and established an excellent working relationship with Towfiq

After: Value-Driven Results

- Since implementing SAP Business One, Towfiq has seen a significant uplift in sales
- Insightful dashboards provide clear visibility into sales performance and sales processes have now been automated and streamlined
- Decision-making is vastly accelerated and based on trusted financial information
- Asset management has been centralised, with full traceability as data flows through the organisation



“ I would recommend SAP Business One to any business – it worked for us, and it will work for them. ”

Jamal Mohamed. Head of Operations. Towfiq Kenya Limited.