



**Zeelandia East Africa Ltd**  
Kenya

[www.zeelandia-international.com/worldwide/kenya](http://www.zeelandia-international.com/worldwide/kenya)

**Industry**  
Food and Beverage

**Products and Services**  
Manufacture bakery ingredients  
and release agents

## Business process efficiency with SAP Business One

Zeelandia is a Dutch Bakery Ingredients manufacturer that was established in Holland in 1900. The UK division was established in 1956 and global operations are now present in over 25 countries. The product range incorporates a wide variety of bakery ingredients including bread mixes and concentrates, sweet doughs, release agents and custard mixes to name a few. The company offers a wide range of bakery ingredients to the industrial, craft and in-store bakery sectors along with first class technical and engineering expertise.

### Before: Challenges and Opportunities

- Manual spreadsheets were used for business operations which proved to be inefficient in reporting and time consuming
- As a business there was no tangible accountability as the system was mostly manual
- Inaccurate reporting as the data could be easily manipulated
- Difficult to manage stock as this was not done in a system

### Why SAP and Partner

- Reporting was much easier as reports were already in the system and were available on a real-time basis
- The system helped streamline business processes
- SAP Business One is a global brand and is available in all parts of the world which was important due to presence in different countries
- The Seidor Africa staff understood our business needs and requirements and with their expertise implemented SAP to suit and meet our requirements

### After: Value-Driven Results

- Zeelandia made more savings after SAP Business One implementation due to timely and efficient work
- Information is available at the click of a button and the audit trail helps in answering customer queries
- Stock management is key for our business & this has helped us achieve real-time visibility of our inventories & values



*SAP Business One has helped us be more efficient in our day to day operations."*

Mr. Peter Kilonzo, Finance Manager, Zeelandia East Africa Ltd.