



COMPANY PROFILE

- **Established in 1965**
- **London's oldest supplier of Oriental and ethnic foods**
- **Turnover in excess of £30 million**
- **5 branches across London**

A family-owned business, Loon Fung (or 'Dragon & Phoenix' in English) has two cash and carry outlets and three retail operations, extending across London.

Loon Fung stores serve both account and cash customers, and stock a wide variety of fresh and packaged foods, household items and kitchen equipment.

Customers come from the restaurant, catering and takeaway trade and smaller specialist grocery stores. Loon Fung is also seeing growing consumer demand among the cosmopolitan London population and from foreign nationals

seeking a taste of home. It also continues to develop its export arm.

THE CHALLENGE

Loon Fung needed to replace their non-integrated EPOS (electronic point of sale) system, as this was generating a great deal of duplication, checking and hard work for staff at all levels. The back office was using the Sage Line 100 accounting system and users spent many hours re-keying data from a never-ending mountain of paperwork.

Management wanted to automate the operation and achieve a fully integrated solution. A simple and easy-to-use system was needed to deliver the functionality essential for a fast-moving business.

David Chin, Managing Director at Loon Fung, commented, "We've always been prepared to invest in technology where it will enhance the customer experience and improve our efficiency and profitability. So, we embarked on the search for a solution that would put an end to the problems we'd been experiencing."

THE SOLUTION

Impress Solutions was selected for their experience and ability to demonstrate a highly proactive and flexible approach in offering a complete and integrated Sage solution.

Impress Solutions recommended an upgrade from Sage Line 100 to Sage 200. An additional retail module was also added to support the back office and integrated EPOS for the cash and carry and retail operations on 32 tills across all stores. The comprehensive solution also included seamlessly integrated hand-held terminals, Avery scales, and Chip and PIN.

Commenting on the challenges of the implementation, David said, "Working with Impress, we carefully planned and executed the project to avoid any disruption to business or loss of trading time. New tills were individually brought into commission as the old tills were closed down and removed one at a time."

Impress provided bespoke customisation including Chinese and English dual interface and printing, plus many more enhancements to align the solution to the business.



The work started in Spring 2008.

By June 2008, the first store was fully deployed.

By September 2008, the staged roll-out was complete.



THE BENEFITS

The solution delivered made an immediate impact on the operation by providing accurate, real-time views of the trading position for all staff. The end-to-end integration meant data was entered once and used many times across the business.

"Our Sage solution enables managers at all stores to react rapidly to changing circumstances. We're now equipped to constantly improve our customers' experience"

David describes how the integrated solution has transformed the business, "Sustained success demands the ability to deliver excellent, yet profitable, service to our customers. In a competitive sector, our Sage solution enables managers at all stores to react rapidly to changing circumstances. We're now equipped to constantly improve our customers' experience of shopping at Loon Fung and ensure we meet their needs profitably."



THE NEW SYSTEM OFFERS:

- Greater flexibility in running promotions, such as multibuys and 'buy one get one free' offers.
- New product lines and barcodes are created centrally and downloaded simultaneously to all local branches.
- Reporting functions on most/least popular, the value of discounts, and more have delivered significant cost savings across the business.



THE FUTURE

The Sage solution is firmly embedded in the business, supporting Loon Fung in the drive to maintain its position as a successful, enterprising business.

Since updating Loon Fung's Sage solution, Impress Solutions have implemented Sage BI (business intelligence) and Workspaces; customer loyalty schemes and membership cards; forecasting; and full integration with POS and the company's CCTV system.

Get in touch today.

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Services we provide this client: