

Moonstruck Chocolate Company Finds A Satisfying Solution in Sage ERP MAS 200

Moonstruck Chocolate Company's chocolate collection is nothing short of decadent. Since 1993, the chocolatier has been handcrafting exquisite confections. From its five cafés in Portland, Oregon, to specialty retailers, to internet shoppers, Moonstruck Chocolates are finding their way into the hearts and mouths of consumers around the country. From the beginning, Moonstruck Chocolate Company has relied on one ERP solution to ensure its operations run efficiently, effectively, and profitably. That solution is Sage ERP MAS 200.

Scales to Meet Growing Needs

"When we started out, we were a very small business. We knew we didn't want an overly-complex program, yet we didn't want to buy an entry-level application that we would have to replace when we grew larger," explains Shannon McKinney, director of finance for Moonstruck Chocolate Company. "We chose Sage ERP MAS 200 because it represented an ideal combination of scalable functionality and ease of use."

The company started out using just the core accounting modules. Several years ago, as rapid and continued growth required a more formalized control over production and distribution, the company implemented the manufacturing suite and the eBusiness modules.

"We needed better control over our costs," recalls McKinney. "We were not capturing the actual costs involved in our manufacturing process. Many costs were not being recorded and no one really knew for sure whether a particular item was profitable or not."

Accurate Cost Control

Moonstruck Chocolate Company turned to its longtime Sage business partner for advice and assistance in implementing the Work Order and Material Resource Planning (MRP) modules. The results were transformational. "We are now able to compare the actual cost of each production run to the standard costs through the variance reports. If our costs are higher than expected, we can identify where the problem is and work quickly to correct it," says McKinney. "In addition, the impact of changes in the process or the bills of material can be measured instantly. This kind of current, relevant, and accurate information helps us make better business decisions."

Customer

Moonstruck Chocolate Company

Industry

Specialty Food Manufacturer

Location

Portland, Oregon

Number of Locations

6

System

Sage ERP MAS 200



Challenge

Moonstruck Chocolate Company sells high quality, perishable items so an efficient manufacturing and distribution system is imperative.

Solution

Since its inception, Moonstruck Chocolate Company has relied on Sage ERP MAS 200. It added new modules and functionality as it has grown.

Results

Through accurate forecasting, peak staff levels have been reduced by 40%. Accurate cost tracking ensures the profitability of each item sold.

The MRP module helps Moonstruck Chocolate Company accurately forecast its sales and ensure it has sufficient stock to fill every order, particularly during the annual holiday rushes. “Our products have a short shelf life. If we make too much, it’s wasteful, if we don’t make enough, we could lose sales,” McKinney says. “We now have the information we need to accurately forecast demand.”

Before it began using the MRP module, the company tended to overstaff during its peak seasons. “MRP shows us what we need to produce and when based on orders, lead times, and sales forecasts. We use this information and make intelligent staffing decisions. We have the confidence to eliminate just-in-case overstaffing. As a result we have been able to reduce our production staff by as much as 40 percent,” McKinney says.


eBusiness is Booming

Moonstruck Chocolate Company ships its confections to customers around the country. Many of those orders come through the company’s web store powered by the e-Business Manager module. “We have been using e-Business Manager for over five years,” says McKinney. “Credits cards are validated and the authorized orders are then automatically created in the Sales Order module. We even use a user defined field to hold our customers’ gift messages, printing that text on a gift card that is enclosed in the shipment.”

Sales orders are printed in the warehouse, where staff pick, pack, and ship them. Barcodes on the picking sheets speed the process and ensure accuracy. “It is a very efficient process,” says McKinney, “We can ship upwards of 800 boxes a day now. The invoices are created as part of the shipping function, so accounting simply needs to review and update them.”

About Sage North America

Sage North America is part of The Sage Group plc, a leading global supplier of business management software and services. Sage North America employs 4,000 people and supports 3.2 million small and mid-sized business customers. The Sage Group plc, formed in 1981, was floated on the London Stock Exchange in 1989 and now employs 13,400 people and supports 6.3 million customers worldwide. For more information, please visit the website at www.SageNorthAmerica.com.



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**Shannon McKinney, Director of Finance
Moonstruck Chocolate Company**

Corporate-Wide Solution

The company’s CEO relies on the Business Insights Explorer module to gain instant visibility across the business. Metrics including top customers, open sales orders, and best-selling items are continually updated and displayed on screen.

“The whole company uses Sage ERP MAS 200 in some capacity,” concludes McKinney. “Even our café managers can log in and run reports relating to their location. It is truly a corporate-wide solution for us — one we depend on every day.”