

Case Study

Food & Beverage



RET010HK

Top Chicken Restaurant Chain Commissions Kerry Logistics for Sophisticated Food Logistics Solution

The client is the world's most popular chicken restaurant chain, with more than 11,000 restaurants in over 80 countries and territories worldwide. Every day, nearly eight million customers are served around the globe.

Introduced to Hong Kong in 1985, the client currently operates 65 outlets in Hong Kong with more than 2,800 full-time and part-time staff, serving over three million customers every month.

The Challenge

In response to customer demand, the client is constantly improving standards of its food and services. Hong Kong has become a very important market of the client's network as success here has had a great impact on business development in neighboring markets. In need of an efficient and cost-effective logistics model to meet its standards of service, the client sought a refined food supply chain management solution from Kerry Logistics for its Hong Kong market.

Our Solution

Kerry Logistics furnishes the client with an integrated logistics solution with both flexibility and scalability. All different types of the client's catering resources are consolidated in a single distribution centre to save procurement costs. A reverse logistics solution is provided by collecting returned cargoes from local stores to the distribution centre. Special rush order pick-packing operations can be fulfilled within 2 hours to settle urgent matters. For any addled food cargoes, Kerry Logistics offers food recall service with which addled food will be collected and fresh cargoes delivered within 2 hours as well.



To accommodate the client's business strategies, Kerry Logistics has also made provision for any shop relocation. All non-merchandise and miscellaneous items of a shop will be stored in Kerry Logistics' warehouse and delivered to new shops upon client's instructions.

Warehousing services are provided with maximum efficiency, security and reliability for both general and temperature-controlled cargoes under Kerry Logistics' self-owned premises. Warehouses are equipped with backup refrigeration plant generators which enable refrigerators to function normally when power is switched off. Shipments' temperature during devanning can be maintained by using container hoists. As hygiene is vital to the food and beverage industry, the client's products are separated from other products in the course of delivery. Furthermore, temperature loggers are installed inside trucks to monitor the temperature.

Inventory is accurately managed by Kerry Logistics' self-developed IT system – Warehouse Management System (WMS). Meanwhile, monthly cycle counts are conducted to verify physical inventory against computer records.

The Benefit

With the sophisticated logistics solution offered by Kerry Logistics, the client now enjoys improved stock turns. Inventory levels dropped after procurement activities were streamlined. The client can get valuable data for business analyses generated by Kerry Logistics' IT system from various kinds of reports.

Kerry Logistics has been proud to serve this leading chicken restaurant since 2002. It is always our commitment to serve our clients with the highest quality standards.

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