



# Yurun Group: Building an Integrated Dealer Management System for Flexible Food Manufacturing

Yurun Holding Group Co Ltd is a private enterprise group integrating seven major industries including food, real estate, commerce, logistics, tourism, finance, and construction. The group owns two listed companies, Yurun Foods – the largest meat supplier in China by market share for 19 consecutive years – and Central Shopping Mall. Founded in 2006, Yurun Group now oversees nine major brands, three well-known trademarks, and one China Time-honored Brand – a title granted by the Ministry of Commerce to celebrate brands with distinct Chinese cultural characteristics.

With online sales booming, Yurun Group knows that the future of commerce is omni-channel. To prepare for this future, the group wanted to **empower the sales channel with insights into supply and demand**, and adopt more flexible production planning and manufacturing processes.

THE BEST RUN



# Breaking Data Silos to Build an Omni-Channel Dealer Management System with **SAP® Commerce Cloud**



## Before: Challenges and Opportunities

- Time-consuming manual ordering processes; sellers spent too long updating spreadsheets
- Inaccurate production planning due to incomplete order data
- Missed business opportunities due to insufficient digitalization of small-scale distributors and retailers
- Large-scale and emerging distributors have come to expect digital systems as standard

## Why SAP

- Stability and compatibility of SAP® Commerce Cloud with third-party software and platforms
- Cost-effective cloud service, making SAP Commerce Cloud accessible to small-scale dealers
- Expert support from the SAP Commerce Cloud service team, providing practical advice from consultation to implementation
- Long-standing partnership with SAP; IT team has good knowledge and experience of SAP products

## After: Value-Driven Results

- Built an integrated dealer management platform that provides inventory information in real time, which sellers can access via mobile app
- Established an omni-channel distribution management system to coordinate distribution and customization strategies, boosting efficiency
- Created a dealer management system for Yurun Foods, improving the accuracy of fresh and processed food production and sales planning, so that supply is now determined by demand
- Built an order management system for multiple e-commerce platforms, enabling real-time inventory tracking and boosting order completion rate

“SAP Commerce Cloud has given us unprecedented insight into order and inventory data, **enhancing the accuracy of sales and production planning**, and enabling us to adopt more flexible manufacturing processes. By breaking down data silos, we now have insight across multiple channels.”

Bao Yi, SAP Project Director, Yurun Holding Group Co Ltd

**90%**

Dealer coverage rate

**\$580 million**

Annual order value of the fresh food unit

Yurun Holding Group Co Ltd  
Nanjing, China  
[www.yurun.com](http://www.yurun.com)

Industry  
Consumer  
Products

Products and Services  
Food, real estate, commerce,  
logistics, tourism, finance,  
and construction

Employees  
130,000

Featured Solutions  
SAP Commerce Cloud,  
SAP Enterprise Support, cloud  
editions

THE BEST RUN The SAP logo, consisting of the letters 'SAP' in white on a blue background.