



Media *Singapore Business Review*

Date *9 September 2016*

Headline *SunMoon inks deal with NetSuite for resource planning software*

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It will create a transparent trading system.

Singapore-listed fresh fruit and vegetable distributor SunMoon Food Corp sealed the deal with NetSuite OneWorld for its enterprise resource planning software.

In a press statement, the group said the cloud-based software will help manage and optimize its expanding network and geography as well as transform from a traditional trading company to a consumer-centric distributor.

"To enable us to revolutionise our business model, and realise our vision of becoming an asset-light and customer-centric organisation, we needed to implement solutions that support our NxGxP strategy; the NetSuite OneWorld deal is one key step in the right direction," SunMoon CEO Gary Loh said.

According to Loh, the improved ERP system will empower the company to harness the power of its network of over 11,000 point of sales across nine geographies and a network of 157 suppliers providing over 100 products.

"With the NetSuite software, SunMoon can provide real-time data on prices and details of its product range, and enhance price transparency and operational efficiency. It also allows SunMoon partners and vendors such as farmers, supermarkets, retailers, and online businesses to view such 'live' data before they transact," Loh explained.

He also pointed that this move would help create a transparent trading system, as the group is pushing to establish an online trading platform for fruits and vegetables.

"This will improve market efficiency so that prices and volume are driven by market demand and supply, which in turn will attract more businesses to trade through SunMoon," he said.

- See more at: <http://sbr.com.sg/food-beverage/more-news/sunmoon-inks-deal-netsuite-resource-planning-software#sthash.aPVDzSm1.dpuf>