



HEXA FOOD SDN. BHD.

“We’r Cooks”



22nd April 2021
SME Digital Fest
By: Gary Gan Kian Keat

Company Profile



<https://www.hexafood.com/wp-content/uploads/2021/02/Hexa-Food-Product-Catalogue.pdf>

We'rCooks" - Delivering the best cooking experience



Herbs, Spices, Seasonings

Manufacturer at Shah Alam & Klang since 2008



**HALAL, HACCP,
ISO: 22000**

100+ Employees (Group)

RM18mil Revenue

Export to 8 countries, self funded



01 KAIZEN/LEAN

Continuous improvement is a culture

02 DIGITALISATION

Improve efficiency
Short – Long Term

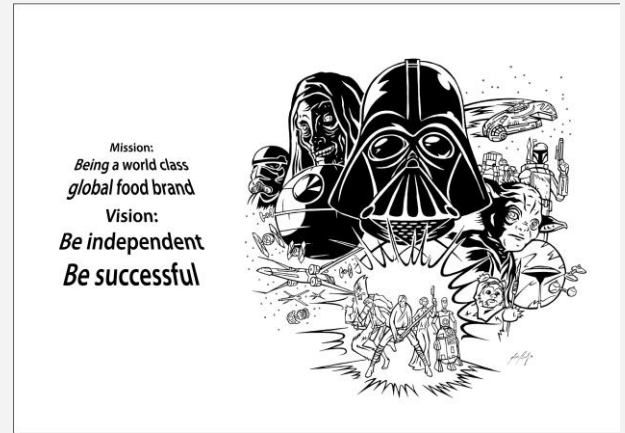
03 CONSTRAINTS

Theory of Constraints

04 IMPLEMENTATION

Leadership
Focus on the user

***CASE BY CASE BASIS,
PLEASE DON'T FOLLOW BLINDLY!



Areas to work on :

Sales & Marketing

Admin & HR

Accounts

Logistics

Operation: Traceability, QA/QC, Packaging,

Production, Warehouse

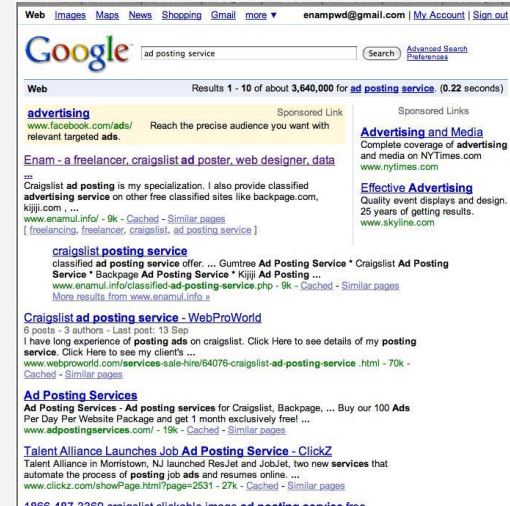
Etc

2008 Just Started, I Will Survive ><



Problems:

No Funds
No Leads / Sales
No Good Products



Sales & Marketing

Websites, Alibaba.com, Google
SEM,

2014 2nd Factory - Time to expand locally



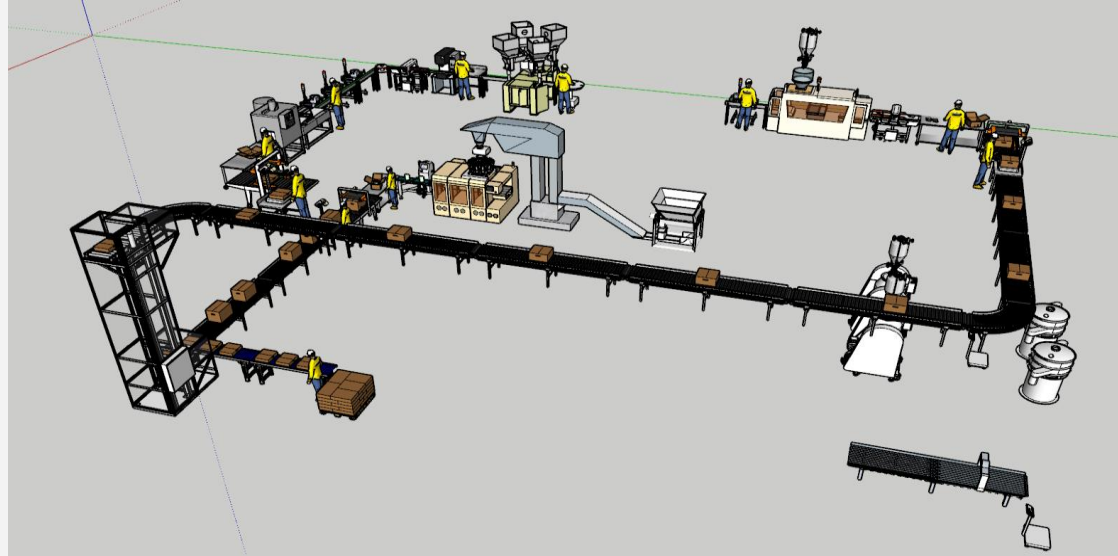
Problems:

Data
Communication
Getting HACCP certified

Operation

Traceability Software, Google
Sheet, Airtable

2019 3rd Factory - Time to go Global



Problems:

Quality Assurance (Export)
Automation

Manufacturing Process

Industry4WRD: IoT, ERP,
Automation Process

Key Takeaways:

1. Understand bottleneck & plan for future
2. Phase: Survival/Stable/Expansion/Global expansion
3. Digitalization can be FREE to very \$\$\$; but learning is always free ^^
4. Leadership and Patience to execute
5. Don't get scammed by "GURU"

What are we doing? As a manufacturer



Sales

CRM : Salesforce
Customer Service: Zendesk
Chatbots

E-Commerce

Cross Border Trade,
Marketplace, SEM, etc

Admin & Accounts

SMART ERP
HR Payroll
Dropbox, Cloud

Operation

IoT Implementation
Fully Automated Production
Line
Traceability
A.I.

Marketing

Instagram, Facebook, Pinterest,
Youtube

Etc

Logistics



facebook.com/thegarygan

The End

Hope you all liked it!

