CASE STUDY

Gold Coin establishes a platform for growth with Infor M3

About the company

Established in Singapore in 1953, Gold Coin is a pioneer in animal nutrition and the manufacturing of scientifically balanced animal feed within Asia. Gold Coin is one of the largest agribusinesses in the region, with 2900 employees across 9 countries. With a milling capacity of approximately 2.6 million tonnes per year, Gold Coin offers a wide range of products for both the livestock and the aqua industries.

Business case

• Required a common (ERP) platform to standardize processes across locations

• Lacked consistent financial reporting

• Relied on time-consuming manual data entry throughout the business

• Wanted a new solution to address business needs, especially in the area of planning

• Needed to meet existing and upcoming compliance requirements in multiple countries

Benefits

• Standardized and automated processes throughout the group

• Achieved full visibility into financial reporting at group level

• Eliminated manual records, avoiding duplicate data entry

• Modernized IT infrastructure to facilitate future cloud deployment

• Improved inventory management efficiency

• Utilized M3 to cater to localization requirements across Gold Coin's various country locations: e.g., VAT, withholding tax requirements (Indonesia); Golden Tax invoices (China); VAS reporting (Vietnam); and more

Headquarters
Singapore

Industry
Food & Beverage

Employees
3,000

Infor product
Infor® M3

Web site
goldcoin-group.com

Partner
Fortude®

" **We now have a consolidated view of our entire operations, which not only can help us to meet regulatory needs but affords us the flexibility and agility to respond to market opportunities quickly to maximize our profitability."**

HOTON ELICANO
CIO, Gold Coin