

# PRIMA FOOD SOLUTIONS

Optimizing Operational Efficiency and Achieving Operational Excellence across their Value Chain



Users  
70



Sites  
30

**Food  
Manufacturing**

[intiprimarasa.com](http://intiprimarasa.com)



*Nimbly is key in digitalizing our operations across the value chain. We are able to save 74% operational costs and 3,800 man-hours per year.*

**Yota Ogura**  
CEO, PT. Inti Prima Rasa



## About Prima Food Solutions

Prima Food Solutions manufactures and supplies wholesale F&B products, catering to both the B2C and B2B markets. Its manufacturing arm provides food solutions to more than 150 B2B customers throughout Indonesia, covering more than 16 provinces. This household name, which also owns multi-store retail brands like **Delico** and **Chickro**, supplies food creations to numerous cafes, supermarkets, as well as multi-chain establishments such as **Starbucks**, **KFC** and **IKEA**.

Rather than an industrial bakery, Prima Food Solutions is an artisanal semi-automated bakery providing a unique chef's touch.

## Challenges



Prima Food Solutions is growing exponentially and the company needed to scale effectively without any compromise in quality of products and service.



This was no easy task, as the standards of food manufacturing and handling are constantly evolving and becoming increasingly stringent.



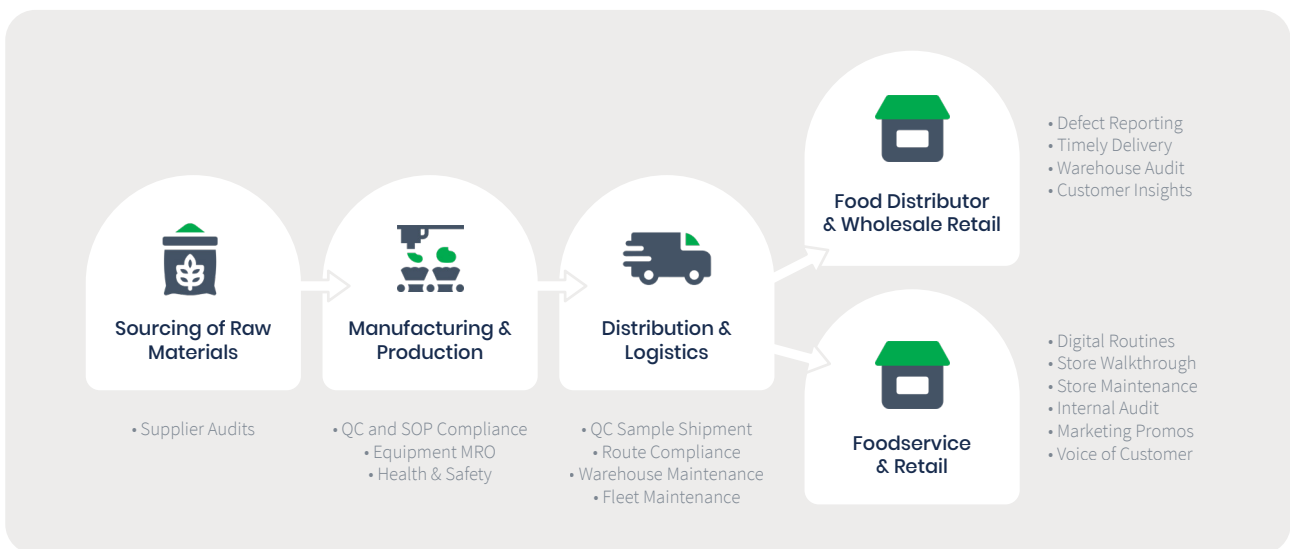
Additionally, the nature of their production and manufacturing processes is volatile, and at the same time, customer demands are increasing.

Prima Food solutions realized that they needed to digitalize operations and automate processes across their value chain. They could no longer rely on the old way of doing business which was either excel-driven or paper-driven and requiring heavy face to face interaction. The company wanted to focus more on delivering higher value to customers, and so they embarked on a digital transformation journey.

# Nimbly Solution

With Nimbly, Prima Food Solutions achieved full transparency, control, and consistency across their value chain. Optimal customer service is delivered, while they can easily find ways to continuously enhance processes, realize substantial savings, boost revenue and easily re-allocate resources to fit business needs. They not only streamlined their processes but also became very nimble as an organization, always putting customer value first.

## Digitalizing the Entire Value Chain of Prima Food Solutions



## Results

**100%**

Compliance to  
FSSC 22000

**74%**

Reduction in  
operational costs

**93%**

Completion rate of  
operational reports



Want to Learn more? Watch our webinar to learn how Prima Food Solutions drive **Operational Efficiencies**

Click Here

