

Vietnam's Sai Gon Food partners with Anchanto to achieve e-commerce growth

30 August 2023 | News

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Saigon Food, a leading Meal Manufacturer and Supplier in Vietnam, announced a partnership with Anchanto, the global e-commerce SaaS technology company in a move to scale to boost efficiency and achieve e-commerce operations. Sai Gon Food is looking to adapt as per market trends and expand to a wider consumer reach with enhanced technology infrastructure.

Having achieved remarkable success in exports and the domestic market for over two decades, Sai Gon Food aims to become a top player in its industry. It has diversified its product offerings of frozen processed seafood products for export and fresh porridge products, ready-to-eat and ready-to-cook meals targeting middle and high-end customers, as well as young, dynamic consumers who prioritise convenience.

Now, the manufacturer is targeting e-commerce as a major revenue stream. With a strong presence as a retailer on major e-commerce platforms like Lazada, Shopee, and Tiki, Sai Gon Food is now exploring opportunities on the emerging social commerce platform TikTok Shop.

"We use Anchanto Order Management to enhance our operations and curtail costs. The SaaS solution automates 95 per cent of our order processing and provides real-time visibility on orders and inventory through centralised sales channel management.

The OMS saves over 50 per cent of the time used to list products online, offers simple inventory management through virtual bundling, and automatically allocates customer orders to the warehouse located closest to delivery. This saves time, reduces

errors, returns, cancellations, and the need for additional staff, shrinking costs significantly," says Hung Le Quoc, Vice President- Supply Chain, Saigon Food