

Ramar Foods Grows on Foundation of Taste, Quality and SYSPRO ERP Software



ramar foods international
the flavor of the philippines

At a Glance

KEY CHALLENGE

- Needed solution to facilitate orderly growth, expansion into new markets

KEY BENEFIT

- Better control of inventories, more sophisticated financial reporting and access to data to achieve better management and the control of manufacturing costs.

ORGANIZATION

Ramar Foods

INDUSTRY

Food Manufacturing,
Distribution

The Company

Ramar Foods was founded in 1969 by Ramon and Maria Quesada. However, it was not until Primo Quesada, the 6th of the couple's eleven children, put extra effort in turning the "fledgling food importer" into a full-grown manufacturer of the finest Asian and Specialty Foods that the company started to experience rapid growth. Today, Ramar is America's #1 Filipino Food company, enjoying the highest market share among some of the most well-known and desired brands in the United States. Ramar Foods has three manufacturing facilities in Northern California, and three warehouses from which it fills more than 1000 orders per month to more than 1000 customers via distribution centers in Los Angeles and Honolulu. Under Primo's leadership and guidance, the 3rd generation of Quesadas is now heading operations of the company "confident that our best years are still ahead of us."

Ramar Foods' formula for success as noted by Primo Quesada: "As a family business, we understand what values are really important. As Filipinos, we also know how to eat! Every product we make is something that we've enjoyed to cook at our family kitchen first. From our Orientex® Lumpia to our tropical line of Magnolia® Ice Cream, each and every product that leaves our warehouse is obsessively tested for quality and consistency." Quesada emphasizes that in addition to product lines that include Asian foods, tropical and premium ice cream, frozen novelties, egg rolls, sausages, steamed buns, steamed dumplings and ready-meals, exceptional quality and service are the keys to the company's success. "While some manufacturers cut corners on their ingredients and processes, we are committed to quality through and through," he notes.

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- Primo Quesada, Ramar Foods



The Challenge

Rapid company growth prompted Ramar to seek a solution, one that would enhance growth, entry into new markets and facilitate efficient operations. The company was previously using a Peactree and Lotus to run operations and it just wasn't robust enough to meet company demand and support growth.

The Solution

Quesada attributes much of the company's success to outstanding customer service, pointing out the latter can also be traced to the company's SYSPRO Enterprise Resource Planning (ERP) software, implemented in 2006. "Since implementing SYSPRO ERP, our company has grown by more than 300%. Thanks to SYSPRO, we are now able to meet the demands of larger size customers and have enhanced overall quality and service of local and international markets via the much higher level of operational sophistication enabled by SYSPRO ERP."

Explains Quesada, "SYSPRO ERP has helped RAMAR better control inventories, enabled more sophisticated financial reporting and provided the data to better manage and control manufacturing costs. "Today, we are thriving and expanding into the mass natural and specialty markets, with our two newest projects including all natural Magnolia® Natural Tropical Ice Cream. Like everything we do, we created food products from what our own families love at home first, and we are now pleased to announce that not only is our legendary ice cream now available in specialty retailers around the country, but also for the first time, an all-natural line of Filipino entrees is now available at trend- setting retailers such as Whole Foods Markets."

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About SYSPRO



Established in 1978, SYSPRO is an industry-built Enterprise Resource Planning (ERP) solution designed to simplify business complexity for manufacturers and distributors worldwide. SYSPRO provides an end-to-end business solution for optimized cost control, streamlined business processes, improved productivity, and real-time data analysis for comprehensive reporting and decision-making. SYSPRO is highly scalable and can be deployed either in the cloud, on-premise, or accessed via any mobile device.

What sets SYSPRO apart is an unwavering, sustained focus on the manufacturing and distribution sectors. Combined with a practical approach to technology and a passionate commitment to simplifying business processes, SYSPRO dedicates itself to the success of its partners and customers alike.

SYSPRO dedicates its resources to the advancement and improvement of the complex and changing needs of its customers. Recognized as a leader in customer service, SYSPRO has one of the highest customer retention rates in the industry.

SYSPRO's intuitive product features, business intelligence capabilities, and easy deployment methodology are unmatched in the marketplace. The depth of software functionality and targeted industry knowledge makes SYSPRO an excellent fit for a number of select manufacturing and distribution industries, including food and beverage, machinery and equipment, electronics, fabricated metals, automotive, and many more.

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