Integrated Procurement Chain System for Optimisation of F&B Ecosystem

CONTEXT

[Zeemart](#) is Singapore's first B2B platform that connects F&B businesses to suppliers by allowing them to communicate, engage and transact with each other. One of the major cost factors for F&B business operators is the procurement of ingredients.

With as many as 40 suppliers to order from, F&B business operators often struggle with time-consuming, operational routines, orders are made through various channels, disorganised inventory management and tracking processes that can lead to sub-optimal procurement.

Zeemart aims to better the everyday lives of chefs and people in F&B procurement through smart technology and digitalization. Their platform enables hotels, restaurant and catering businesses to make smarter F&B purchasing decisions by providing business intelligence (e.g. tracking of expenses, market price changes) based on aggregated ordering data, thereby bringing increased transparency to F&B operators. Since its launch in 2017, Zeemart's platform has gained good market traction in Singapore. They have also expanded their operations to Indonesia and are targeting to enter Malaysia, Vietnam and Thailand markets.

Zeemart is now looking to expand its platform features for a consolidated procurement ecosystem. They are looking for a procurement chain solution connected to the F&B business operator's POS (Point Of Sale) that delivers accurate POS data to the Zeemart platform for further optimisation and automatisation in the procurement of supplies.

PROBLEM STATEMENT

How might we provide an integrated procurement chain system that can connect F&B operators' front-of-house to its suppliers' warehousing and logistics needs seamlessly, to enable smarter purchasing decisions?

WHAT ARE WE LOOKING FOR

- Proof-of-Concept (POC) that can integrate Zeemart with common existing systems such as
    - GrabFood (food delivery service), Chope (restaurant reservation booking platform) and Oracle MICROS (point-of-sale system);
    - Other F&B business operator related systems (through APIs)

There are no restrictions on the geographic location of Problem Solvers who may choose to apply this challenge. The POC needs to be demonstrated in Singapore.

POSSIBLE USE CASES

Jerry's Fish & Chips is a small-sized restaurant which has been in business for 3 years. They have been using a POS system to take in customer orders and register sales. As their procurement process is ad-hoc and tedious, they decide to adopt the Zeemart Platform.

Once the order for a particular dish (e.g. fish and chips) is registered at the POS, the information is automatically converted into data relating to the ingredients (e.g. grams and number of fish fillet and potato) required to make the dish. Simultaneously, the inventory and the procurement list are updated. Once the minimum inventory level is reached, the procurement is activated with approval by the person-in-charge.

After receiving the e-orders from the restaurant, the suppliers would prepare the food ingredients for collection by Zeemart's logistic partner.

Besides having an integrated, streamlined POS for procurement, the restaurant can also better monitor and manage their costing and supply chain with the business intelligence (e.g. purchase patterns, tracking of expenses, market price changes) provided by Zeemart, based on aggregated order data.

Below is a diagram that shows how Zeemart envision the procurement chain system could potentially look like.
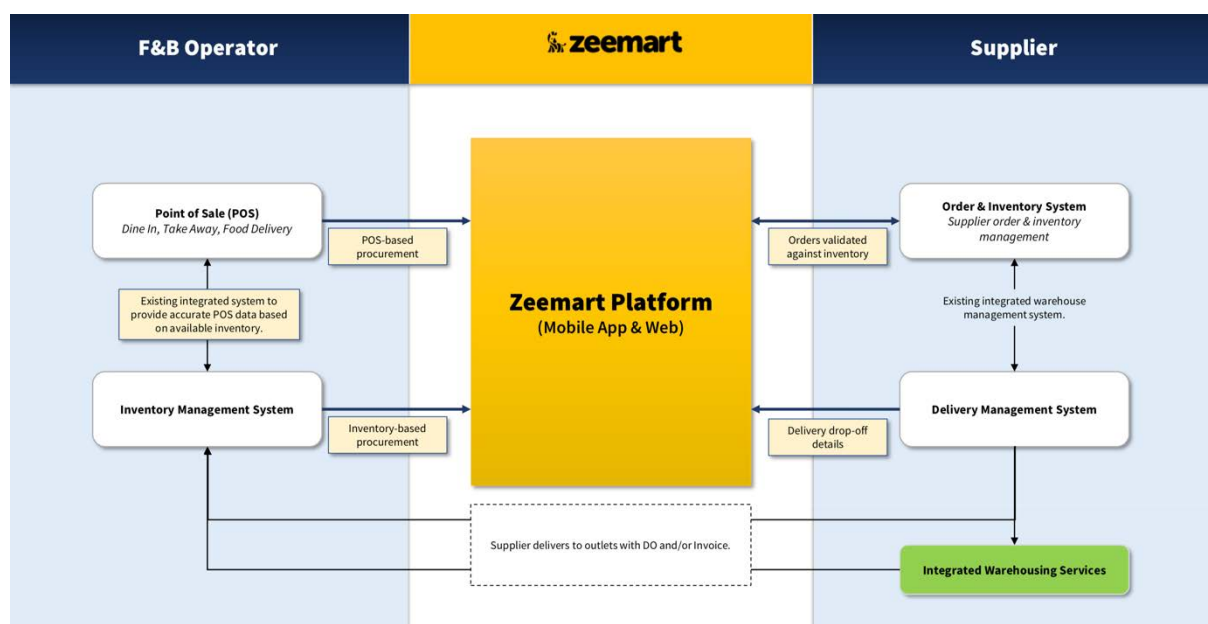
WHAT'S IN IT FOR YOU

- **SGD 25,000** of prize money for each winner of this challenge
- Access to Zeemart's base of customers and partners (F&B operators & suppliers)
- Opportunity to co-innovate with dynamic start-up and deploy to regional markets (e.g. Malaysia, Indonesia, Thailand, Vietnam)
- Access to resources (data points and tech consultancy) for proof-of-concept testing

AWARD MODEL

30% of the prize money will be awarded to each selected finalist at the start of the POC, with the remainder 70% to be awarded during the POC, based on milestones agreed between Zeemart and the solver.

Note that a finalist who is selected to undertake the POC will be required to enter into an agreement with Zeemart that will include more detailed conditions pertaining to the POC.

DEADLINE

All submissions must be made by **28th February 2019, 1700 hours (SGT/GMT +8).** Zeemart and IMDA may extend the deadline of the submission at their discretion. Late submissions will not be considered.