

# Bringing Sweet Success to HERSHEY'S Chocolate

## HERSHEY'S

## Total Visibility Helps The Hershey Company Get Ahead of Their Supply Chain

### Challenge Summary

The Hershey Company needed a significant change to its current process in order to keep up with the rapid expansion to new markets.

With HERSHEY shipping to multiple international markets and managing numerous streams of inventory to end customers, total visibility is imperative. With the use of BDP's Smart Suite® visibility tools, HERSHEY is able to stay ahead of their supply chain, while obtaining full insights to metrics, KPIs, and overall performance for their customers.

The Hershey Company is one of the premier manufacturers of chocolates and candy treats in the world. Founded in 1894 by Milton S. Hershey, a man with an enduring passion to deliver excellence to his customers at an affordable price, the company has grown exponentially from its humble roots in Hershey, PA, and now stretches across the globe. With locations in with the United States, Brazil, Canada, China, Taiwan, Hong Kong, India, Japan, Korea, Malaysia, Mexico, The Philippines, and the United Arab Emirates, their cross-continental reach demands a logistics partner with an extensive global network.

### The Challenge

When HERSHEY Malaysia was required to export its goods to 27 markets, in addition to doubling their 2017 quantity of deliveries, the team sought a logistics partner who could provide a thorough and detailed knowledge of reliable carriers, the expertise in the intricacies of

international shipping, and full visibility into real-time updates on delivery status, including any potential delays.

Additionally, HERSHEY's team was spending a great deal of time on completing manual customs declarations, resulting in errors and significant resources. The business needed a significant change to its current process in order to keep up with the rapid expansion to new markets.

### The Solution

During the time of the plant start-up phase, members from BDP Malaysia's operations team were on-site to discuss a cost-effective and time-saving strategy for HERSHEY to meet the complex demands of the business.

Additionally, BDP team members were able to review the particular needs of HERSHEY, and immerse themselves in HERSHEY's daily workflow processes. Because of BDP's close proximity to and familiarity

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with HERSHEY's processes, the team recommended that HERSHEY purchase used shipping containers for the movement of their process equipment. Furthermore, BDP also leased space at the port container yard in order to save on demurrage and port storage costs. Both recommendations resulted in significant cost savings for HERSHEY.

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At the time of the RFQ, HERSHEY in Malaysia ultimately chose to work with BDP International because of the strong knowledge of the import process to Malaysia, the EDI integration between HERSHEY's SAP and BDP's operating system, providing instant synchronization for Customs declarations, and BDP's strong adherence to ethical business practices. "The HERSHEY company is rooted in values, and we are committed to delivering superior products to our customers," said Dionella Bautista. "Therefore, we wanted a partner who adhered to these same standards. For us, BDP International's culture stood out – their commitment to service excellence and to ethical business practices stood out from the rest."

#### Services rendered:

- Import / Export Customs brokerage
- Import (Air and Ocean)
- Trucking and Haulage services
- FTA documentation / legalization

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–Dionella Diosa Bautista  
Senior Manager Planning & Logistics  
HERSHEY Malaysia