

Success Story

African fast food chain gives customers more

Hungry Lion uses Sage X3 to develop an efficient FMCG business across seven African countries



Fiercely proud South African restaurant chain Hungry Lion served up its first portion of famous fried chicken in 1997 and was subsequently bought from the Shoprite Group in 2014. What followed was a significant rebranding, and this thriving business now boasts more than 4,000 employees at over 200 locations across seven African countries, including South Africa, Namibia, Swaziland, Lesotho, Botswana, Zambia and Angola.

Key outcomes

- Streamlined, simplified financial consolidation across multiple African countries
- Integration with existing GAAP Point-of-Sale application
- Comprehensive Procure-to-Pay process involving multiple automated workflows

Sage

Company

Hungry Lion

Location

7 countries across Africa

Industry

Restaurant chain/FMCG

Sage Products

Sage X3

Partner

Times 3 Technologies (T3T)



About Hungry Lion

Founded in 1997, Hungry Lion is a South African restaurant chain specializing in fried chicken. The business now boasts more than 4,000 employees at over 200 locations.



Filling stomachs fast

As the home of king-sized chicken, Hungry Lion is all about offering its customers more – bigger chicken pieces, bigger ice creams, and more thick-cut chips.

But, when Hungry Lion became a standalone business, it needed less. That is, it needed a simplified ERP solution.

“The Shoprite Group uses a big-name, internationally-based ERP system,” says Hungry Lion CFO Rudi Von Mollendorff. “When we bought Hungry Lion out from them, we immediately started looking for the right ERP solution, as this would be our backbone to the new Hungry Lion Group.”

With its intricate network of restaurants and departments spread across multiple countries, Hungry Lion needed a reliable, user-friendly ERP solution that could be customised to its requirements. And in the FMCG industry, the business needs to adapt quickly to change, if it’s to keep winning customers’ appetites.

Caroll van Wyk, Financial Information Systems Specialist at Hungry Lion, said: “We needed our ERP solution to be easy enough for everyone in the business to use, flexible enough to customise, as well as robust enough to handle the complexities of our multi-location, multi-departmental, and multi-country organisation.”

Hungry Lion selected Times 3 Technologies (T3T), a Sage partner, to implement Sage X3 due to its capability in handling the group’s complex multi-country legal, compliance, and financial requirements. The add-ons and enhancements offered by T3T would also enable Hungry Lion’s ambitious expansion plans.

Ready to spread its wings

Since going live with its customised Sage X3 package in October 2018, Hungry Lion is benefitting from the product’s comprehensive asset management, accounting, and cashbook functionality. The group is now also able to collate and consolidate financial data from its multi-country locations, thereby streamlining the business even further and simplifying compliance.



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