

Fast Food – Tasmanian Style

Tasmania has the well-deserved reputation as the produce larder of Australia, supplying national and international export markets with high-quality specialised food, wine and beverages – we also specialise in taking orders fast thanks to online systems.



Tasmania's finest foods and wines challenge the greatest of gastronomic countries, and producers are venturing into new territories with a range of speciality field crops becoming commercialised. Tasmania's food industry is also embracing electronic commerce to underpin efficient supply chains.

When the Tasmanian Electronic Commerce Centre established the Food and Beverage Procurement Project in 1999, it sought to introduce efficiencies made possible through the introduction of Internet technologies.

The procurement function links an organisation's internal customers and external suppliers in order to obtain goods and services. This exchange intrinsically necessitates communication and information processing between organisations. The procurement process is repetitive, directed by a mandated set of protocols, and items involved are often not considered information intensive. The procurement function is ideally suited to automation, however implementation of business-to-business electronic commerce tools must be founded upon a business case to ensure benefits outweigh costs. A key outcome of the TECC Food & Beverage Procurement Project was to demonstrate the business case for buyers and suppliers.

With the clock on the delivery voyage constantly ticking, time is lost when waiting on traditional suppliers, only to find perhaps that they are unable to meet specific needs.

"E-commerce is showing us that we can speed this process considerably. We can search catalogues, compare prices, make our own evaluations, and then decide to place an order – all in a matter of hours at most."
Jenny Jones, Australian

The Food and Beverage Procurement Project was, at the time, highly experimental, however was a catalyst for investigation, assessment and uptake of early stage e-commerce by a range of organisations. Importantly, the project achieved its objective.

Today, organisations like the Australian Antarctic Division are procuring goods and services online, and other like W Chung Sing & Company (procurer and supplier) have ventured into incorporating electronic

commerce as a key business strategy and have embraced numerous systems to gain competitive advantage.

The Food and Beverage Procurement Project also paved the way for more sophisticated projects in logistics and cool chain management that have delivered substantial benefits to the industry. About the Industry

The food and beverages industry employs about 5000 people and contributes \$1.2 billion in turnover to the Tasmanian economy.