

## **ERP SYSTEM IMPLEMENTATION IN FMCG SECTOR**

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### **Abstract**

Today's businesses have become extremely complex. Enterprise Resource Planning (ERP) systems can help enterprises to reduce operating costs, generate more accurate forecasts of demand, accelerate production cycles and enhance customer service. This paper reports challenges, opportunities and outcome of ERP implementation in a top Fast Moving Consumer Goods (FMCG) house in South-East Asia with diversified interests in varied businesses. This study will facilitate the understanding of the transition, constraints and implementation of ERP in this sector and also provide guidelines from lessons learned in this regard to researchers and practising managers.