Kwong Cheong Thye

Industry: Food Manufacturing
Location: Singapore

Overview

Kwong Cheong Thye, a reputable food production company situated in Singapore, has a long history of making high-quality sauces for food providers. With an impressive clientele that includes over 90% of prestigious hotels and restaurants in Singapore, as well as a broad international distribution network spanning more than 10 countries, Kwong Cheong Thye prides itself on delivering top-notch products..

The Challenge

As Kwong Cheong Thye expanded its market reach, it encountered a growing problem with counterfeit products, particularly in its exports to the Chinese market. Counterfeiting not only impacted the company's revenue and reputation but also posed potential health risks to consumers. The lack of a robust anti-counterfeit solution, coupled with the absence of a physical server and dedicated IT personnel, posed significant challenges for the company.

The Solution: AccessReal Cloud Anti-Counterfeit Solution

To address these pressing issues, Kwong Cheong Thye sought a cutting-edge anti-counterfeit solution that could effectively safeguard its products' authenticity and ensure consumer trust. AccessReal's cloud-based anti-counterfeit solution emerged as the ideal choice.

How AccessReal Resolved the Challenges:

SOLUTIONS

Cost-Effective Cloud Solution

eliminating the need for physical servers and dedicated IT staff. This allowed the company to redirect resources toward enhancing food safety and quality.

Dual-Layer QR Code Authentication

This innovative solution ensured swift and straightforward product authentication for consumers, instantly verifying the product's authenticity.

Real-Time Business Data

The real-time business data provided by AccessReal empowered Kwong Cheong Thye with invaluable insights. The company could track the ownership of identified product batches, enabling targeted and precise product recalls when necessary.

WeChat Integration for Enhanced Customer Convenience

Recognizing the popularity of WeChat in the Chinese market, AccessReal seamlessly integrated the product authentication scan within the messaging app. This user-friendly feature eliminated the need for customers to download additional apps, simplifying the authentication process.

Business Impact:

SALES RECOVERY

BRAND PROTECTION

DATA-DRIVEN INSIGHTS

With AccessReal's anti-counterfeit solution in place, Kwong Cheong Thye experienced a notable reduction in counterfeit products circulating in the market. **Previously, up to 90% of bottles were counterfeit**, severely impacting the company's revenue and reputation. The implementation of AccessReal resulted in a significant recovery of lost sales due to counterfeit issues.

Moreover, by empowering consumers to authenticate their purchases instantly, Kwong Cheong Thye successfully rebuilt customer confidence. This, in turn, bolstered their brand reputation and eliminated potential health risks associated with counterfeit products.

Additionally, AccessReal's real-time business data allowed Kwong Cheong Thye to execute targeted product recalls, minimizing the impact and costs associated with recalls. Furthermore, direct access to consumer data facilitated personalized marketing efforts, reducing long-term marketing expenses.

Conclusion:

Through its partnership with AccessReal, Kwong Cheong Thye successfully mitigated counterfeit issues, bolstered consumer trust, and streamlined business operations. With AccessReal's innovative anti-counterfeit solution in place, Kwong Cheong Thye continues to uphold its commitment to delivering safe, authentic, and high-quality food products to consumers worldwide.