

AVEEROS

An ERP designed by experts with deep knowledge of both the **INDUSTRY DOMAIN** and **TECHNOLOGY**.

AVEEROS
TECHNOLOGY FOR YOUR BUSINESS





DIGITAL TRANSFORMATION



A Case Study in Cloud ERP for the Food Industry



The Fresh Diet (TFD) was a pioneering food technology company in the United States, specializing in the delivery of fresh, gourmet, daily meals. Operating in 500+ cities and towns, the company stood apart from traditional frozen food services by preparing and delivering meals fresh, never frozen, to a discerning clientele seeking quality, health, and convenience.

At the center of this innovative model was Mr. Raj Rawal, CEO of The Fresh Diet, who envisioned scaling the company into a national brand. To achieve this, TFD required a robust, industry-specific Food ERP solution that could unify operations, reduce costs, and support rapid expansion.





Challenge

Legacy Systems & Operational Inefficiencies

Prior to implementing AVEEROS ERP, The Fresh Diet faced significant hurdles:



- **Disconnected Processes:**
Kitchen, logistics, and customer management operated in silos, slowing down daily operations.
- **High Operational Costs:**
Lack of cost visibility across ingredients, delivery, and production increased overhead.
- **Limited Scalability:**
The existing technology stack struggled to support expansion into new regions.
- **Manual Planning:**
Customer preferences, meal customization, and delivery scheduling were managed manually, creating errors and inefficiencies.
- **Customer Experience Gaps:**
With thousands of individual dietary needs, personalization was difficult to manage in a consistent and scalable way.

Mr. Rawal identified the urgent need for a cloud-based, process-driven Food ERP that would deliver long-term scalability and digital transformation.

The Solution:

A Tailored Cloud Food ERP



To address these challenges, The Fresh Diet partnered with AVEEROS to deploy a Cloud Food Manufacturing ERP Solution designed specifically for the food industry.

The implementation combined on-site collaboration with kitchen and logistics teams, and off-site technical expertise, ensuring a hands-on understanding of TFD's operations.

Key modules implemented included:

Finance & Accounting:

Financials & Reporting

- Automated revenue and expense tracking.
- Delivery summaries and sales dashboards.
- Real-time reporting for transparency and compliance.

Production & Kitchen Operations

- Ingredient management and recipe standardization.
- Diet profiles and client-specific preferences (e.g., ingredient dislikes).
- Streamlined menu planning to align with customer demands.

Logistics & Distribution

- Optimized delivery routes and driver management.
- Real-time integration with FedEx and Telogis for tracking.
- Reduced delivery delays and improved accuracy.

Customer & Administrative Management

- Member login portals for personalized interaction.
- Automated billing and subscription management.
- Back-end system for employee and client management.

Results & Outcomes

The Fresh Diet's partnership with AVEEROS delivered measurable operational improvements:

- ✓ 30% increase in operational efficiency through workflow automation.
- ✓ 20% reduction in logistics costs with optimized delivery routing.
- ✓ Enhanced customer experience, with personalized diet tracking and improved order accuracy.
- ✓ Future-ready technology infrastructure, enabling nationwide scalability.

Mr. Rawal emphasized the AVEEROS team's "can-do attitude", noting how the ERP system resolved long-standing operational challenges and empowered staff to focus on strategic growth instead of administrative tasks.

Conclusion

The successful deployment of AVEEROS Cloud Food ERP transformed The Fresh Diet into a digitally enabled, scalable food enterprise. By addressing inefficiencies, reducing costs, and improving customer satisfaction, AVEEROS provided TFD with a robust Food Manufacturing ERP solution that ensured long-term competitiveness in the rapidly evolving food technology sector.

This case study demonstrates how AVEEROS, a top Food ERP provider, leverages industry knowledge and a customer-first approach to deliver the best cloud-based ERP solutions for food manufacturers and distributors worldwide.



Testimonials

AVEEROS empowered The Fresh Diet with a scalable Food ERP that simplified operations and supported our nationwide expansion.

Mr. Raj Rawal - **CEO, The Fresh Diet**



<https://www.youtube.com/watch?v=7NB5algCqto>

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