

## MAS 200

### CUSTOMER

King's Hawaiian Holding  
Company, Inc.

www.kingshawaiian.com

### CORPORATE PROFILE

#### Headquarters

Torrance, California

#### Type of Business

Food manufacturing & restaurant

#### Number of Locations

Five

#### Number of Employees

380

#### Size

Mid-sized family-owned bakery & restaurant

### SYSTEM PROFILE

#### Computer System

Microsoft Windows

Users on system: 40

#### MAS 200 Modules in Operation

- Accounts Payable
- Accounts Receivable
- Bank Reconciliation
- Bar Code
- Bill of Materials
- Crystal Reports
- Custom Office
- F9
- FAS Asset Accounting
- General Ledger
- Inventory Management
- Purchase Order
- Report Master
- Sales Order
- Work Order

#### Master Developer Solutions

- EDI Link

## King's Hawaiian and MAS 200: Royal Recipe for Success

King's Hawaiian Bread is the creation of Robert Taira, the son of Japanese immigrant workers. Robert opened his first bakery in 1950 with a \$380 loan. His Original Recipe bread became an instant favorite with islanders and tourists alike. By the 1960s, so many customers were mailing gift shipments to the mainland that King's Hawaiian was the Honolulu post office's largest customer.

Realizing the enormous potential for bread sales beyond the islands, Taira opened a bakery in Torrance, California in 1977. Safeway became his first major client, providing nationwide distribution. Soon other major supermarket chains carried King's Hawaiian products too. Today people from coast to coast enjoy the aloha taste of King's products, which now include sweet rolls, multigrain bread, sandwich rolls and dinner rolls. The company also operates two family-style restaurants in California.

### Surfing a Wave of Growth

King's Hawaiian has sustained an amazing growth rate of 20 percent every



year for the past four years, despite the nation's economic downturn. Corporate accounting needed to keep up. With eight cold storage warehouses across the country and increasingly complex operations, the company required a fully integrated financial system for centralized control.

After researching many alternatives, King's Hawaiian found MAS 200 to be the end-to-end accounting solution they'd been looking for. Dedicated modules fulfill special requirements such as manufacturing, inventory management and accounting — for the

#### CHALLENGE

Business system needed to accommodate 20 percent annual growth and provide centralized control of multiple locations.

#### SOLUTION

MAS 200 with full complement of modules, including Inventory Management and Bill of Materials.

#### RESULTS

Paperwork decreased by two thirds, and real-time access to data now available throughout the company and lowered freight costs and improved controls of inventory.

*“From my office I can see what’s going on in our business activities throughout the entire company. This is a tremendous help in running the company — and naturally improves our bottom line.”*

*Tomiko Hill  
CFO*

*King’s Hawaiian Holding Company, Inc.*

ultimate in operational organization and streamlined administration.

### **Cutting the Paperwork with MAS 200**

“The purpose of technology is to enhance simplicity — and that’s exactly what MAS 200 does for us,” says Tomiko Hill, CFO of King’s Hawaiian. “From my office I can see what’s going on in our business activities throughout the entire company. I know what material is coming in and going out, what the level of production is, where our payables and receivables stand, and what our cash position is. I have up-to-date information on inventory levels in each of our warehouses, which allows us to lower freight costs and manufacture closer counts in production. This is a tremendous help in running the company — and naturally improves our bottom line.”

Hill explains that food manufacturing is different than most other industries, as there is no work in progress. Inventory is either in raw materials or finished goods. She therefore appreciates the flexibility provided by MAS 200, which allows her to avoid accounting categories designed for typical manufacturers and instead tailor the software to match King’s unique processes.

“I’m a very strong believer in paperless operations,” Hill says. “By networking with

MAS 200, we’ve cut our paper usage by two thirds. Now our marketing, accounting and production teams all can share accurate data on a real-time basis. Inquiries that used to be done on a printout can now be accomplished by clicking on the screen. Not only does this save time and money, but it lets us run our business more strategically, because more people have better information to use.”

King’s Hawaiian is currently in the midst of expansion, building a 140,000 square foot facility that will consolidate operations.

As King’s Hawaiian enters its second half-century in business, it plans to stay loyal to the accounting and business management system that has supported recent growth. “MAS 200 is the best solution for our operations, both today and in the future,” comments Hill. “I’m confident that even as our business becomes more complex, we will find any enhancements we need in MAS 200.”



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