



AESTAR.com

Zhongshan Aestar Fine Chemical
Inc. Limited
Guangdong, China
www.aestar.com

Industry:

Chemicals

Annual Revenue:

US\$96 million

Employees:

1,500

Oracle Products & Services:

Oracle E-Business Suite Special Edition
Oracle Financials
Oracle Assets
Oracle Cash Management
Oracle Procurement
Oracle Order Management
Oracle Inventory Management
Oracle Process Manufacturing

Oracle Partner:

Guangzhou Gentle Technology
www.gentle.com.cn

**Zhongshan Aestar Fine Chemical Inc. Limited
Increases Productivity**

Established in 1965, Zhongshan Aestar Fine Chemical Inc. Limited began life as a pesticide manufacturer. Today, it markets more than 180 products in eight areas, including cosmetics, household chemicals, industrial chemicals, and pesticides. It also makes aerosol cans, aerosol valves, and other chemical materials. The company exports its products to Africa, the Americas, and South East Asia.

Challenges

- Increase efficiency by standardizing business processes according to best-practice guidelines
- Improve data quality by consolidating manufacturing and financial information into a single, integrated platform
- Reduce procurement costs by gaining tighter control over inventory and resource usage
- Facilitate informed decision-making through real-time access to accurate and timely business data

Solution

- Enhanced financial control and supply-chain management by establishing a single, integrated enterprise resource planning system based on Oracle E-Business Suite Special Edition
- Improved profitability through smarter resource deployment
- Enabled intelligent decision-making based on regular analysis of business data and transparent information-sharing
- Increased productivity and enhanced efficiency of business processes by standardizing workflows