

Raw Coffee Company boosts on-time order fulfillment by



70%

katana



Raw Coffee Company uses **Katana** to optimize the production and distribution of freshly roasted and ethically sourced specialty coffee in the UAE and beyond. Features like **batch** and **expiry date tracking** and **integrations** with services like Xero and Shopify made Katana their go-to choice.

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Nadia Hussain, Supply Chain Manager at Raw Coffee Company



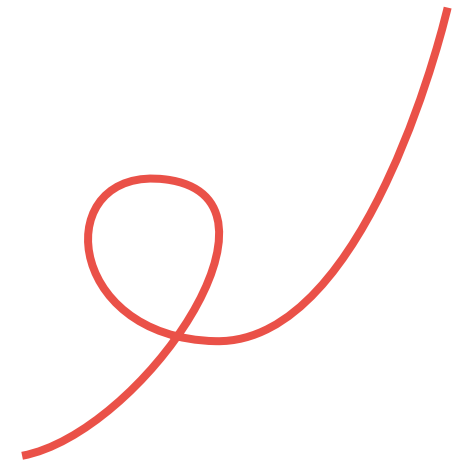
“Katana's bill of materials (BOM) is a tremendous help in our manufacturing process and overall production management. Integrations with Shopify and Xero also play a big role in business management, helping us streamline our operations from sales orders to ready-made goods. We can now manage both B2B and B2C orders with greater ease.”

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- Raw Coffee Company switched to Katana and improved on-time order fulfillment by nearly 60%, and increased efficiency for their day-to-day operations by 40%
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- Katana's integrations with Xero and Shopify helped Raw Coffee Company keep all their key business tools in sync

About Raw Coffee Company

Raw Coffee Company produces freshly roasted and ethically sourced specialty coffee in Dubai and the Gulf Cooperation Council (GCC). Their team sources premium green beans from around the world, focusing on quality as well as sustainability.



When purchasing their beans, Raw Coffee Company makes sure coffee farmers and their families are treated fairly and can make a sustainable living. Besides dealing directly with these farmers and the processing partners, Raw Coffee Company roasts every bean to perfection, and doing this means paying attention to every detail.

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COMPANY

Raw
coffee company

WEBSITE

rawcoffee.ae

LOCATION

UAE

EMPLOYEES

55+

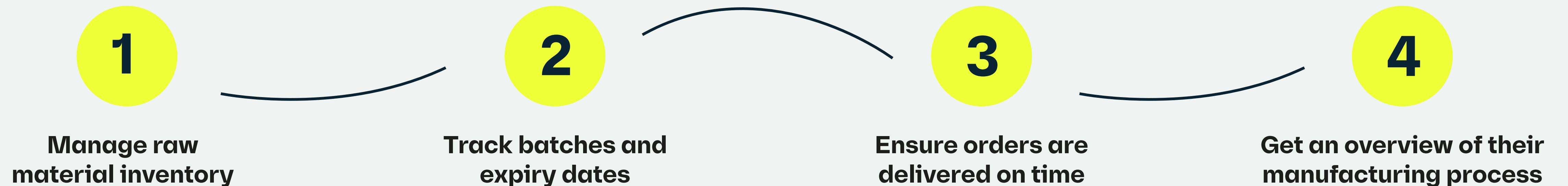
INDUSTRY

Coffee roasting

The challenge they faced

Shortly after starting in 2007, Raw Coffee Company realized being in the coffee business is more than just purchasing beans and roasting them. To succeed, you also need to **manage** many other variables **effectively**, including water quality, training, and finding the right equipment to keep up quality. And a sustainability-first coffee company, they have to take extra care to make sure they are sourcing correctly.

Because there are many important aspects of ethical coffee roasting that need managing, coffee roasting software is critical to keep track of purchasing and production. When looking for a software solution, Raw Coffee Company had to find something that would help them:



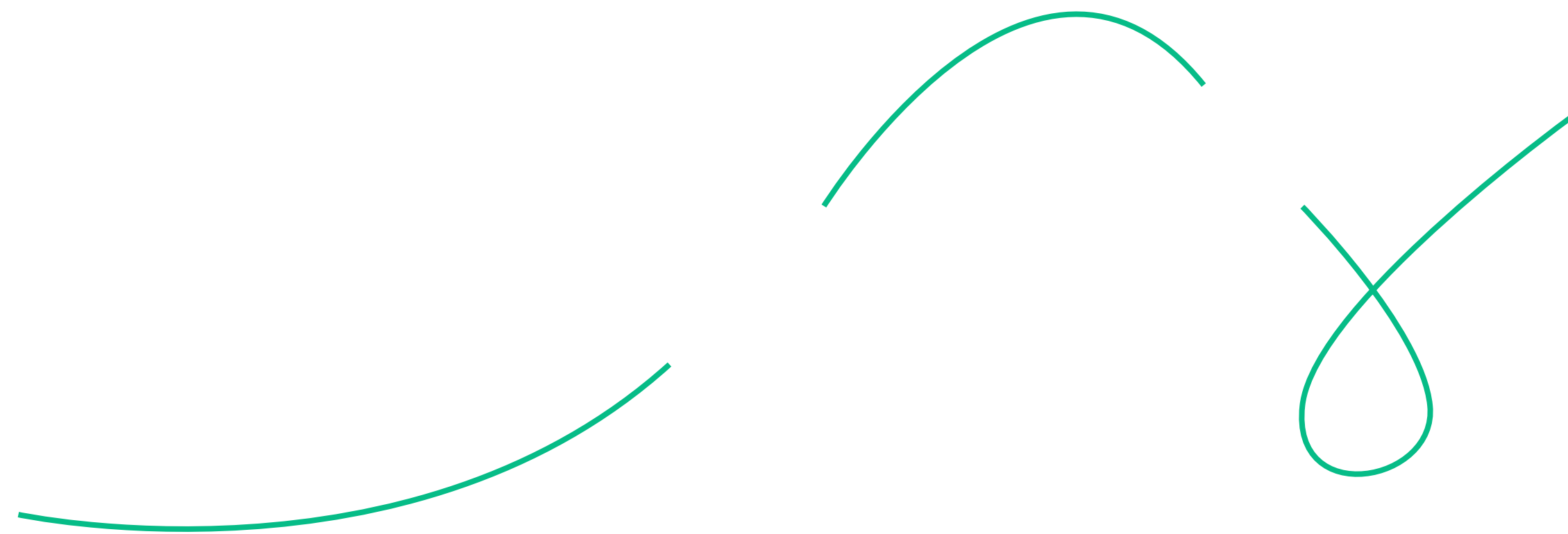
The solution they found

Raw Coffee Company found Katana after searching for software that would make **inventory management** and **manufacturing scheduling** simple. Before Katana, Raw Coffee Company used other business software tools that were not tailored for their unique manufacturing needs and were complex and challenging to operate.

According to Raw Coffee Company's Supply Chain Manager, Nadia Hussain, Katana was the user-friendly and easy-to-integrate solution they were looking for.

*"Firstly, it is was the ease of use and functionality of Katana. Secondly, the customer support is very responsive and wants you to succeed as a user [...] integrations with Shopify and Xero also play a big role in business management, helping us **streamline our operations** from sales orders to ready-made goods."*

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How Katana helped Raw Coffee Company optimize production

Raw Coffee Company needed to know how much coffee they had and when they needed to order more based on demand. Using spreadsheets or business software that isn't built for manufacturers to manage this can be incredibly difficult. This is especially true when multiple roasts occur throughout the day, there are **batch expiry dates** to keep track of, and you have a large team that needs to stay up to date to **manage their tasks**.



Raw Coffee Company in numbers

With the help of Katana
their team was able to:

Improve on-time order fulfillment by nearly

60%

Optimize raw material and
finished goods inventory by

30%

Increase the efficiency of their
day-to-day operations by up to

40%



Katana helps food manufacturers worldwide **maximize efficiency** and stay in control of their business. With features that support **batch and expiry date tracking**, Katana gives you the overview you need to ensure industry compliance and gain **total visibility** when tracking your perishable stock from materials to sold goods.

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Everything you need to keep manufacturing

Manufacturing ERP software built to give you visibility and control over all the moving parts of your business. Inventory, sales, and beyond.

Start a free 14-day trial*

*No credit card required

