



Powering optimism in the Pacific Islands

Kokonut Pacific

General Manager: Castaly Lombe

Location: Queanbeyan, Australia

Industry: Wholesale distribution: equipment & health food

Empowering coconut growers throughout the pacific

For the past 20 years Kokonut Pacific has been working to one very special agenda – to empower and bring hope to rural populations through the production of premium grade virgin coconut oil and other coconut products. Working with local Pacific Island communities this very special social enterprise manage the quality control, storage, transport, export and marketing of their own unique brand of extra virgin coconut oil and health products, Niulife.

Kokonut Pacific empower lives through trade, rather than direct aid. Using business as a powerful force for good through an integrated supply chain, the organisation invests in local communities to maximise its impact on social development across all partners in the value-chain.

Pain points that drove Kokonut Pacific to seek a better solution



Rapid growth was stretching business at the seams



No visibility of sales trends or forecasts



Inadequate inventory management



Lack of system integration across the business



Legacy customer, financial and payroll management systems without modern capabilities

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 kokonut pacific

Solving the curve ball

Whilst Kokonut Pacific was growing steadily, they had been using a proprietary software system which had become extremely resource intensive and totally reliant on a single staff member. With a rapidly expanding business, and a growing market for coconut oil and related health products, Kokonut Pacific made the switch to JCurve in 2013 and hasn't looked back.

A family owned and run business, Kokonut Pacific is the brainchild of Agricultural Economist, Dr Dan Etherington and his wife Maureen. Dr Etherington developed DME®, an all-weather technology for extracting pure virgin oil from coconuts at the small, household farm level, within one hour of opening the coconuts.

With pacific island villagers capable of producing the pure natural oil in commercial quantities, Niulife was established in 2005. Kokonut Pacific now wholesale and retail the Niulife brand of South Pacific oil to Australia and a global market. As Castaly explained, "JCurve has unified our operations into one neat solution and enabled us to grow our capability across the Pacific region. Comprehensive inventory control, streamlined financial management, customer relations tools and most importantly, eCommerce capability, have helped our growing Niulife presence across the globe."

The business has become very complex, managing five distribution channels, global manufacturing, global wholesaling and on-line retailing. This complexity has demanded a lot from JCurve and the system has performed faultlessly.

Empowered growth

The benefits realised from JCurve were immediate for Kokonut Pacific. The advanced CRM, inventory, financial and business intelligence capabilities have empowered senior management to steer and grow the operations from the original family-centric

business into an evolving business. "We've seen growth of around 30% year-on-year and doubled our staffing, warehousing and oil sales – all powered by JCurve, a system we refer to affectionately as having more grunt than Arnold Schwarzenegger."

Whilst JCurve has helped drive impressive growth, it has also revealed some inefficiencies previously hidden within the business. "JCurve was very much a sea-change for the owners. Financial control, payroll, inventory management, stock procurement and process problems that were previously unknown became glaringly obvious. This increased transparency and has given us the opportunity to look closely at everything we do, and we're a stronger business as a result."

Committed to maximising the power and potential of JCurve, Kokonut Pacific will this year dedicate resources to consultancy and training aimed at continuing to improve their use of the system. "You simply don't know what you don't know, and with a system as powerful as JCurve, we're confident that there is more potential for our business just waiting to be realised."

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The transparency, accuracy and real time nature of JCurve's data intelligence has also given Kokonut Pacific the confidence and power to ride out what can be a fickle marketplace. "JCurve has delivered such a strong foundation that we're now a business that can navigate the impacts of downturns and increasing competition in the market,"

"Every efficiency delivered by JCurve is a cost saving for our business. Savings we can put back into fulfilling our mission statement of empowering and bringing hope to coconut growing communities."

Growth in the numbers

