

Sabbel Concepts Case Study

Growing Private Label Manufacturer Calls CEBA "Integral" to its Overall Success



Employees: 100
Industry: Software Development
Head Office: Oakland, CA
Website: sabbelconcepts.com

The Client

Sabbel Concepts is a private label company that aims to provide innovative and healthy products for US retailers. With a team of 14 experts, they have developed a unique platform to bring new ideas and trends from around the world to retailers. They have facilities in North America and Europe, certified to produce tailored products for specific retailer needs. In just two years, Sabbel Concepts has launched new items with major US retailers and continues to expand its customer base. They offer expertise in product development, quality assurance, manufacturing, and logistics to deliver on-time and according to specifications.

"CEBA was the partner that we needed to implement NetSuite in a thoughtful and pragmatic way" Piette said. "We lost three months by not having a conversation with CEBA first"

SA partnership between Sabre Foods and LaBelle, Sabbel Concepts was founded in 2017 with the goal of manufacturing and distributing private-label brands for the retail marketplace. Spawned from two parent companies that had years of experience working with major, high-end grocery retailers like Whole Foods, Trader Joe's, and Sprouts, Oakland, Calif.-based Sabbel Concepts was well positioned for success right out of the gate.

"Sabre and LaBelle saw an opportunity to create a company that was private label-focused, but that brought to bear more of their collective product development skillsets,"

said Patrick Piette, Controller and CFO.

"We basically stepped out of the brokerage model and began to develop, manufacture, and supply private label brands to the retail marketplace."

"I think of CEBA as a true business partner and not someone we call on with a 'here's what I need this year' request. CEBA is a fundamental to our future growth, frankly."

Patrick Piette - Controller and CFO



DIY Doesn't Work

Like many startup companies, Sabbel Concepts originally ran its business on QuickBooks. "Initially, we thought we could throw this all together on QuickBooks," said Piette, who points out that most of the company's early transactions were fairly simple, as was the company's overall financial infrastructure.

"Because we were privately held, we didn't see the value in going out and making a huge investment in an enterprise resource planning (ERP) system," said Piette. With 12 employees, all of whom are contracted through Sabre Foods via an ownership arrangement, Sabbel Concepts operated on QuickBooks until it closed its first deal.

At that point, the lightbulb went on above its founding partners' heads: if the company was going to be successful, scale, and be able track quality assurance (e.g., lock codes, production dates, inventory, and purchase orders), it would need a more robust enterprise system. "That just wasn't going to happen on a QuickBooks, do-it-yourself kind of platform," Piette said.

Picking up the Pieces

Working with CEBA, Sabbel Concepts was able to get its NetSuite ERP up and running within <?> weeks/months. Piette credits Siddique's deep expertise in ERP and the fact that he understood the company's needs, goals, and challenges with making that "last mile" of the implementation process easier.

"Once Zabe got involved, the whole situation switched over from irrational discussions to figuring out a clear path to meeting our goals," said Piette. "When I get on a call with Zabe and show him what we're working on and trying to accomplish, he offers real approaches to potential solutions."

Moving to an ERP

After deciding that an ERP would be the best choice for its operations, Sabbel Concepts began looking for the right platform for its operations. It decided on NetSuite Cloud ERP fairly quickly because it wanted a solution that would scale up as it grew, but that offered a scaled-down starter system. "It seemed like a really good fit," said Piette, who was pointed in CEBA Solution's direction after learning of the potential complexities of NetSuite implementations.

After three months of trying to manage the implementation internally (and with the help of NetSuite's own experts), Sabbel Concepts reached out to CEBA Solutions. "CEBA was the partner that we needed to implement NetSuite in a thoughtful and pragmatic way," Piette said. "We lost three months by not having a conversation with Zabe Siddique (president at CEBA) first."

A Trusted Partner

With the foundation of our success built around its team members' expertise in product development, sales, operations, quality assurance, and logistics, Sabbel Concepts possessed the professional depth, drive, and know-how to bring industry leading products and service to the quickly-changing U.S. retail food landscape.

On track to exceed its 2020 revenue goals, the company will continue working with CEBA to extract the highest value from its cloud ERP. For example, it plans to set up additional automated workflows to ensure that the system can take orders from the point of sale through to the purchase order stage and right out to the vendor orders.

"CEBA will be an integral part of our growth going forward," said Piette. "I think of Zabe as a true business consultant and not someone we call on with a 'here's what I need this year' request. Zabe is fundamental to our future growth, frankly."