

The Problem

Satmola is one of the largest FMCG brands in north India with over a million customers and 150+ strong super-stockist network. The company produces and promotes a popular range of snacks, traditional Indian desserts, mouth fresheners, and corporate gifts packs.

Like our other clients, Satmola was struggling with the management of its sprawling sales network. Executives on the field were still using obsolete manual processes like pen and paper, email, WhatsApp, and phone calls to conduct business. It was creating a lot of friction in scaling the company.

Unread emails, spam emails, lost invoices, deleted WhatsApp chats, and outdated printed brochures were a constant problem at Satmola. A mutual client referred them to Abacus Desk, and soon we had our first meeting in which we took detailed notes trying to understand their business problems.

Our Solution

We proposed a custom CRM software to manage Satmola's sales network with mobile apps for sales staff. Out in the field, the salesforce would use the mobile app, and back at the corporate HQ, admin team would manage the data and generate reports to guide business decision making.

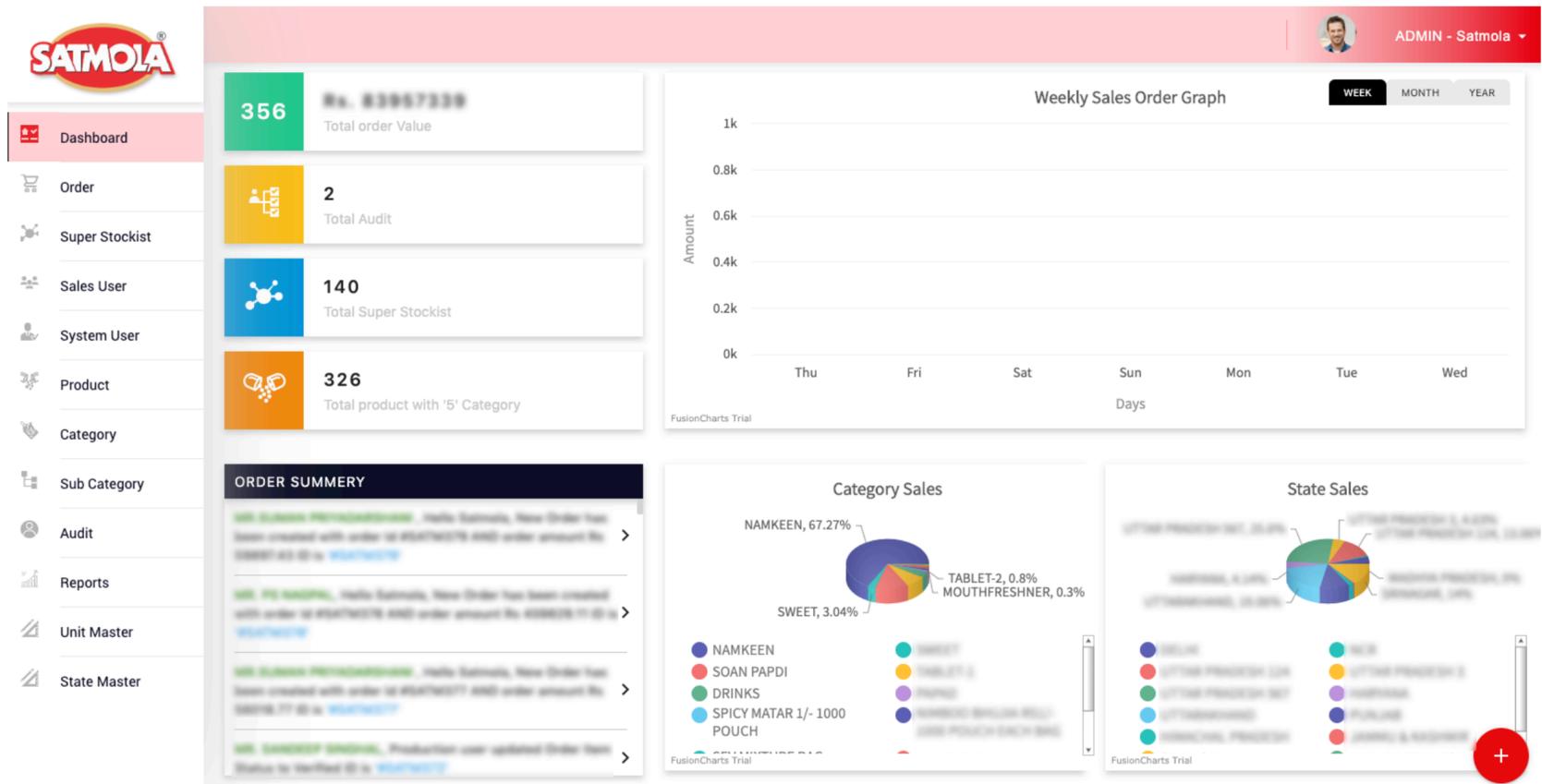
The CRM provided Satmola an easy to access ERP cum CRM system where they were able to manage their products, vendors, orders, payments, and logistics and shipment processes. The mobile app for sales team and super-stockists proved to be a game-changer, boosting number of orders.

Within a few weeks after deploying the CRM, Satmola saw an immediate increase in business productivity and the bottom line. Business processes were now easier to manage. And they now had a powerful reporting feature to deeply understand their business and make better decisions.

Modules Provided

- Inventory (product listing)
- Order management
- Sales network management
- Vendor management
- Logistics and shipment
- Reporting based on custom KPIs
- Catalog browsing via mobile app
- Ordering via mobile apps

Dashboard



The dashboard provides a complete picture of the entire businesses with metrics for the selected KPIs and quick actions up-front. The panel is customizable to user requirements.

Super Stockists

The Super Stockist module allows for detailed management of sales partners. It includes a search bar and a list of stockists with their basic information.

Basic Information:

- Name: THE ENTERPRISES, PUNE
- Address: PUNE, JAYSHAM...
- State: MAHARASHTRA
- District: PUNE
- Assigned Sales User: MR. SURESH PETHAKAR
- Status: Activate

Product Pricing List:

Category	Sub Category	Name	PC Price	St Price	Box Price	St Price	Status
1	NAMKEEN	RAILWAY MRP 5/-	2.68	2.68	1285.71	1285.71	EQUAL
2	NAMKEEN	RAILWAY MRP 5/-	2.68	2.68	1285.71	1285.71	EQUAL
3	NAMKEEN	RAILWAY MRP 5/-	2.68	2.68	1285.71	1285.71	EQUAL
4	NAMKEEN	RAILWAY MRP 5/-	2.68	2.68	1285.71	1285.71	EQUAL
5	NAMKEEN	RAILWAY MRP 5/-	2.68	2.68	1285.71	1285.71	EQUAL
6	NAMKEEN	RAILWAY MRP 5/-	2.68	2.68	1285.71	1285.71	EQUAL
7	NAMKEEN	RAILWAY MRP 5/-	2.68	2.68	1285.71	1285.71	EQUAL

Super Stockists module provides a single place to manage every super-stockist associated with the company, with contact information, Wallet, Audits, and Order details.

Order Management

Date	Order Id	Created By	Stockist	Total Item	Qty	Total	Order Edit	Stage	Pending
Jul,23 2019	#SATM379	MR. SURESH	S & S TRADING COMPANY DELHI	12	39	Rs. 39000	0	Production	Pending
Jul,23 2019	#SATM378	MR. SURESH	JINDAL TRADING COMPANY DELHI	8	223	Rs. 40000	0	Production	Pending
Jul,23 2019	#SATM377	MR. SURESH	P.S. ENTERPRISES, WAREHOUSE DELHI	23	57	Rs. 30000	0	Production	Pending
Jul,23 2019	#SATM376	MR. SURESH	S & S TRADING COMPANY DELHI	27	295	Rs. 40000	0	Production	Pending
Jul,23 2019	#SATM375	MR. SURESH	S & S TRADING COMPANY DELHI	13	313	Rs. 40000	0	Production	Pending
Jul,23 2019	#SATM374	MR. SURESH	S & S TRADING COMPANY DELHI	31	57	Rs. 40000	0	Production	Pending
Jul,23 2019	#SATM373	MR. SURESH	JINDAL TRADING COMPANY DELHI	26	105	Rs. 40000	0	Production	Pending
Jul,23 2019	#SATM372	MR. SURESH	S & S TRADING COMPANY DELHI	27	89	Rs. 40000	0	Production	Pending
Jul,22 2019	#SATM371	MR. SURESH	S & S TRADING COMPANY DELHI	43	204	Rs. 40000	0	Production	Pending
Jul,22 2019	#SATM370	MR. SURESH	JINDAL TRADING COMPANY DELHI	19	38	Rs. 40000	0	Production	Pending

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Pending 233
Verified 51
RTD 32
Dispatched 23
Reject 8

Orders module is the central place for the entire sales network's ordering pipeline, with sub-modules for Pending, Verified, RTD, Dispatched, and Rejected with powerful filtering functionalities.

Orders Details

Super Stockist Detail

Name: S & S TRADING COMPANY DELHI
 Address: B-4, GALI NO-1, SAFARI ROAD, WAREHOUSE DELHI
 State: DELHI | District:

Created By: MR. SURESH
 Mobile No.: 9876543210
 Order Status: **PENDING**

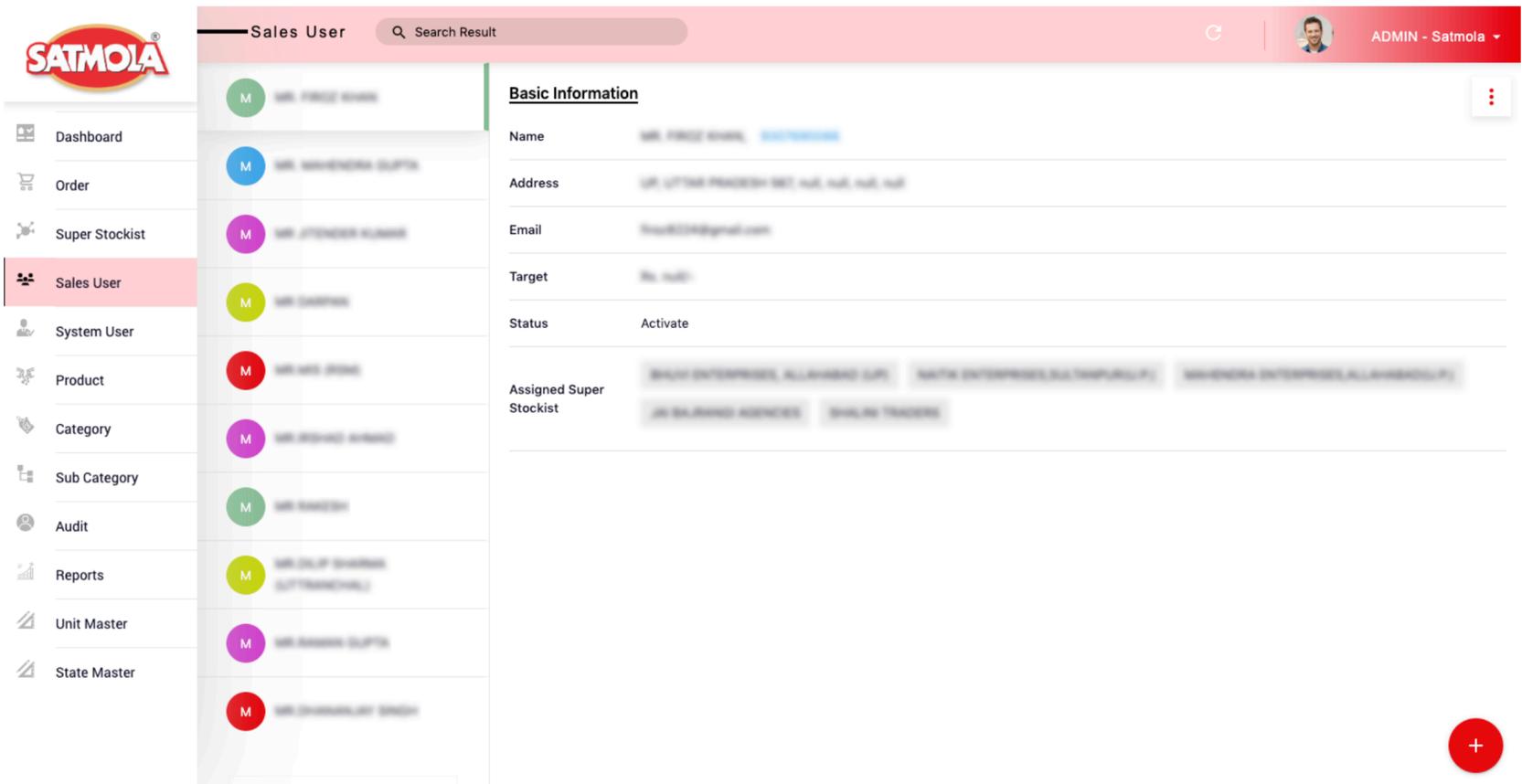
Order Detail

Order No.	Total Item	Total Qty	Date	Payment Received
#SATM379	12	39	Jul,23 2019	0

Category	Products	Cl Stock	QTY	PC Price	Box Price	GST	Amount	GST	Production	Status
1	PAPAD - PAPAD	PAPAD PUNJABI MASALA (200 GM *60 PKT)	1 BOX	1 (BOX) ✓	39.25	2355.14	0 %	Rs. 2355.14	Rs. 0	Pending
2	PAPAD - PAPAD	PAPAD CHANA MASALA (200 GM *60 PKT)	1 BOX	1 (BOX) ✓	39.25	2355.14	0 %	Rs. 2355.14	Rs. 0	Pending
3	PAPAD - PAPAD	PAPAD MOONG SPECIAL (200 GM *60 PKT)	1 BOX	1 (BOX) ✓	39.25	2355.14	0 %	Rs. 2355.14	Rs. 0	Pending
4	SOAN PAPDI - DESI GHEE	SOAN PAPADI 250GM DESI GHEE IN 48 PCS	1 BOX	1 (BOX) ✓	66.76	3204.27	5 %	Rs. 3204.27	Rs. 160.21	Pending

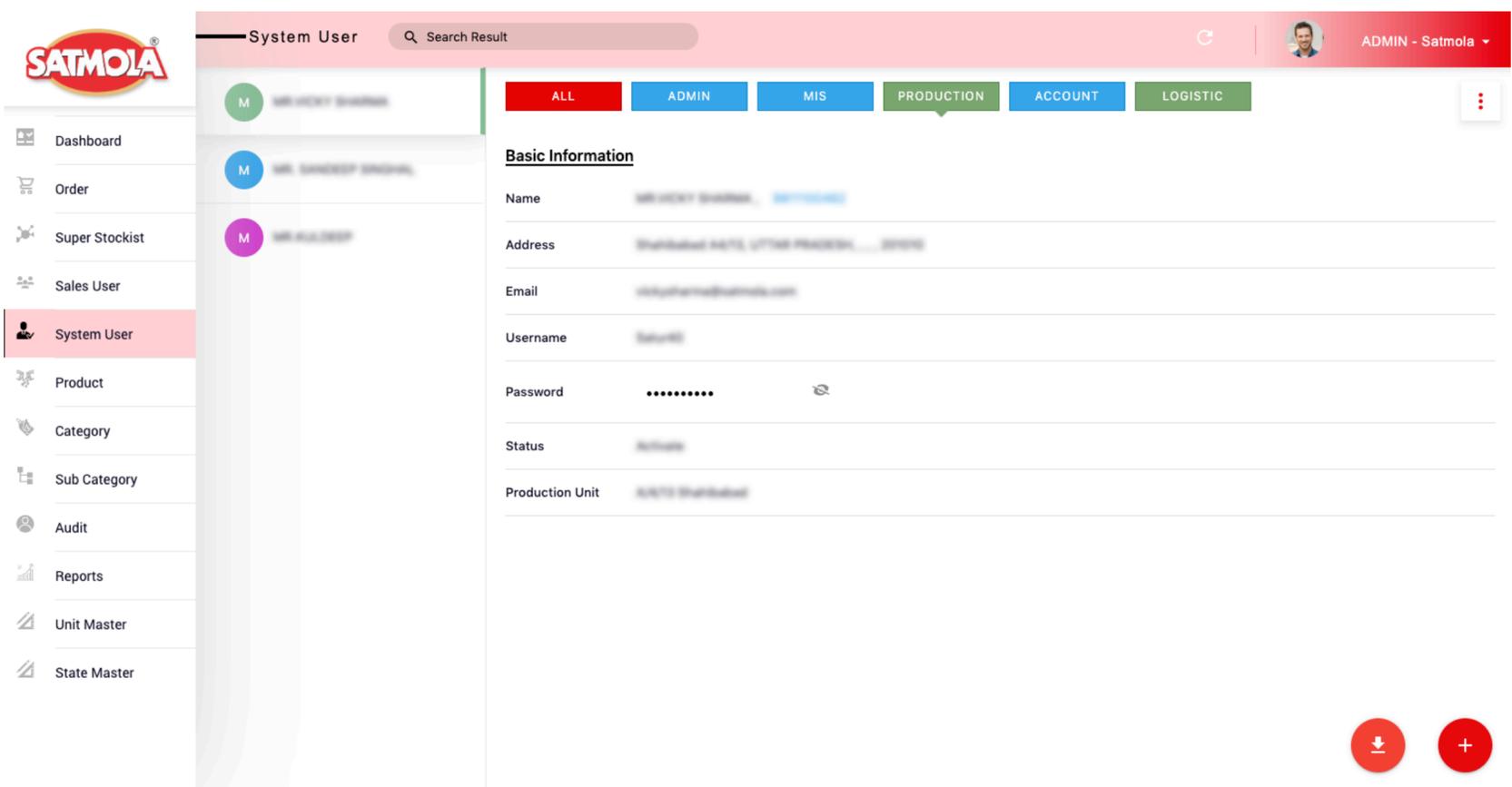
Orders module provides Order Details sub-module where you can view a particular order's details such as date of placement, order summary, status, total amount with options to edit the order.

Sales Users



Sales Users module lets the admin team manage the employees within their sales network, with ability to assign super-stockists to individual sales executive.

System Users



System Users module lets the admin manage other admins for system-wide, management information systems, production, accounts, and logistics departments.

Product Management

The screenshot displays the 'Products' management page. On the left is a sidebar with navigation options: Dashboard, Order, Super Stockist, Sales User, System User, Product (highlighted), Category, Sub Category, Audit, Reports, Unit Master, and State Master. The main content area shows a list of products with the following columns: Sub Category, Name, Weight Per Pc, Pc in Box, MRP, and Prod Unit. The product list includes items like VANASPATI, AAM PAPAD, DRINKS, MOUTHFRESHNER, NAMKEEN, and various flavored papads and mixes.

Sub Category	Name	Weight Per Pc	Pc in Box	MRP	Prod Unit
1	VANASPATI	SSP 500 GM MRP 200/-	500 GM	24	
2	200 GM	PUDHINA BOONDI MRP 45/-	200 GM	48	
3	DRINKS	MIX SOFT DRINKS (20-O+10-M) =30 (UK)	0 GM	30	
4	200 GM	KESAR PANEER BHUJIA	200 GM	48	
5	400 GM	PANEER BHUJIA 400 GM	400 GM	30	
6	400 GM	KHATTA MEETHA	400 GM	32	
7	MRP 1/- POUCH JAR	MANGO MRP 125/-	0 GM	12	
8	MRP 1/- POUCH JAR	ORANGE MRP 125/-	0 GM	12	
9	MRP 1/- POUCH JAR	KACHCHA AMM MRP 125/-	0 GM	12	
10	200 GM	PUNCH RATTAN 200 GM	200 GM	48	
11	400 GM	MOONG DAL	400 GM	30	
12	200 GM	Pudina Boondi 200 gm	200 GM	48	
13	200 GM	Punjabi Tadka 200 gm	200 GM	48	
14	200 GM	Chilli Peanut 200 gm	200 GM	48	
15	200 GM	Double Mazza 200 gm	200 GM	48	
16	200 GM	Chakhna 200 gm	200 GM	48	
17	200 GM	Halka Fulka 200 gm	200 GM	48	
18	200 GM	Kanpuriya Mix 200 gm	200 GM	48	
19	200 GM	Mumbayia Mix 200 gm	200 GM	48	
20	400 GM		400 GM	30	

Product module provides an advanced inventory management and product listing features with multiple product hierarchies such as Category and Sub Category and essential product details.

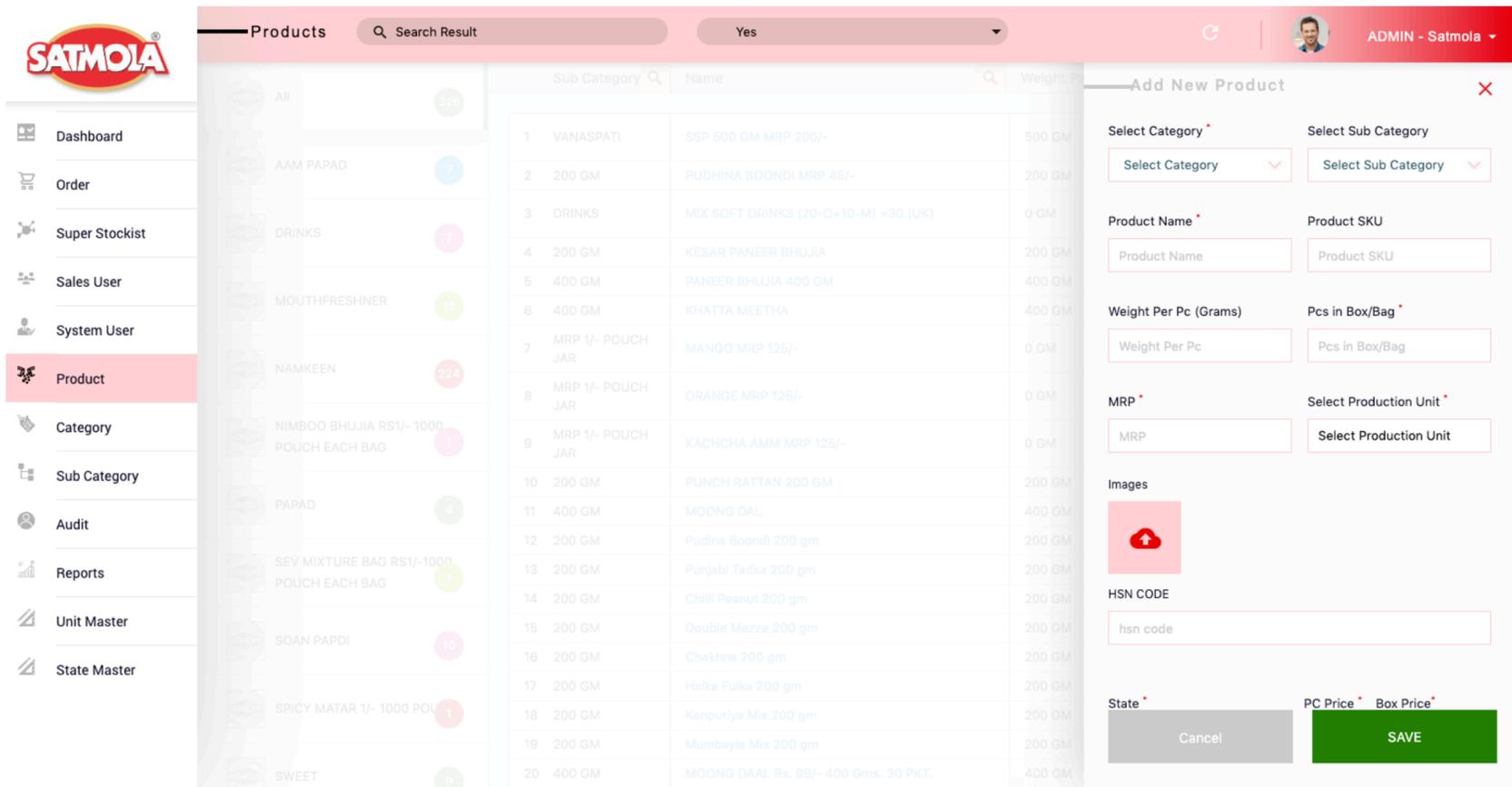
Product Hierarchies

The screenshot displays the 'Sub Category' management page. The sidebar is similar to the previous screenshot, but 'Sub Category' is highlighted. The main content area shows a table titled 'SUB CATEGORY' with columns for Name, Weight Per Pc, Pc in Box, and MRP. The table lists various sub-categories like 10/-, 20/-, 200 GM, 25/-, 30/-, 400 GM, 5/-, AAM PAPAD, BAG MRP 10/-, BAG MRP 5/-, BIG BOTTLE, DESI GHEE, DRINKS, MOUTHFRESHNER, MRP 1/- POUCH JAR, MRP 5/- BOTTLE JAR, NIMBOO BHUJIA RS1/- 1000 PO..., PAPAD, RAILWAY MRP 10/-, RAILWAY MRP 15/-, RAILWAY MRP 20/-, RAILWAY MRP 5/-, SEV MIXTURE BAG RS1/-1000 P..., SPICY MATAR 1/- 1000 POUCH, TABLET-2, TIN PACK, TRAY, and VANASPATI.

Name	Weight Per Pc	Pc in Box	MRP
10/-	20/-	200 GM	25/-
30/-	400 GM	5/-	AAM PAPAD
BAG MRP 10/-	BAG MRP 5/-	BIG BOTTLE	DESI GHEE
DRINKS	MOUTHFRESHNER	MRP 1/- POUCH JAR	MRP 5/- BOTTLE JAR
NIMBOO BHUJIA RS1/- 1000 PO...	PAPAD	RAILWAY MRP 10/-	RAILWAY MRP 15/-
RAILWAY MRP 20/-	RAILWAY MRP 5/-	SEV MIXTURE BAG RS1/-1000 P...	SPICY MATAR 1/- 1000 POUCH
TABLET-2	TIN PACK	TRAY	VANASPATI

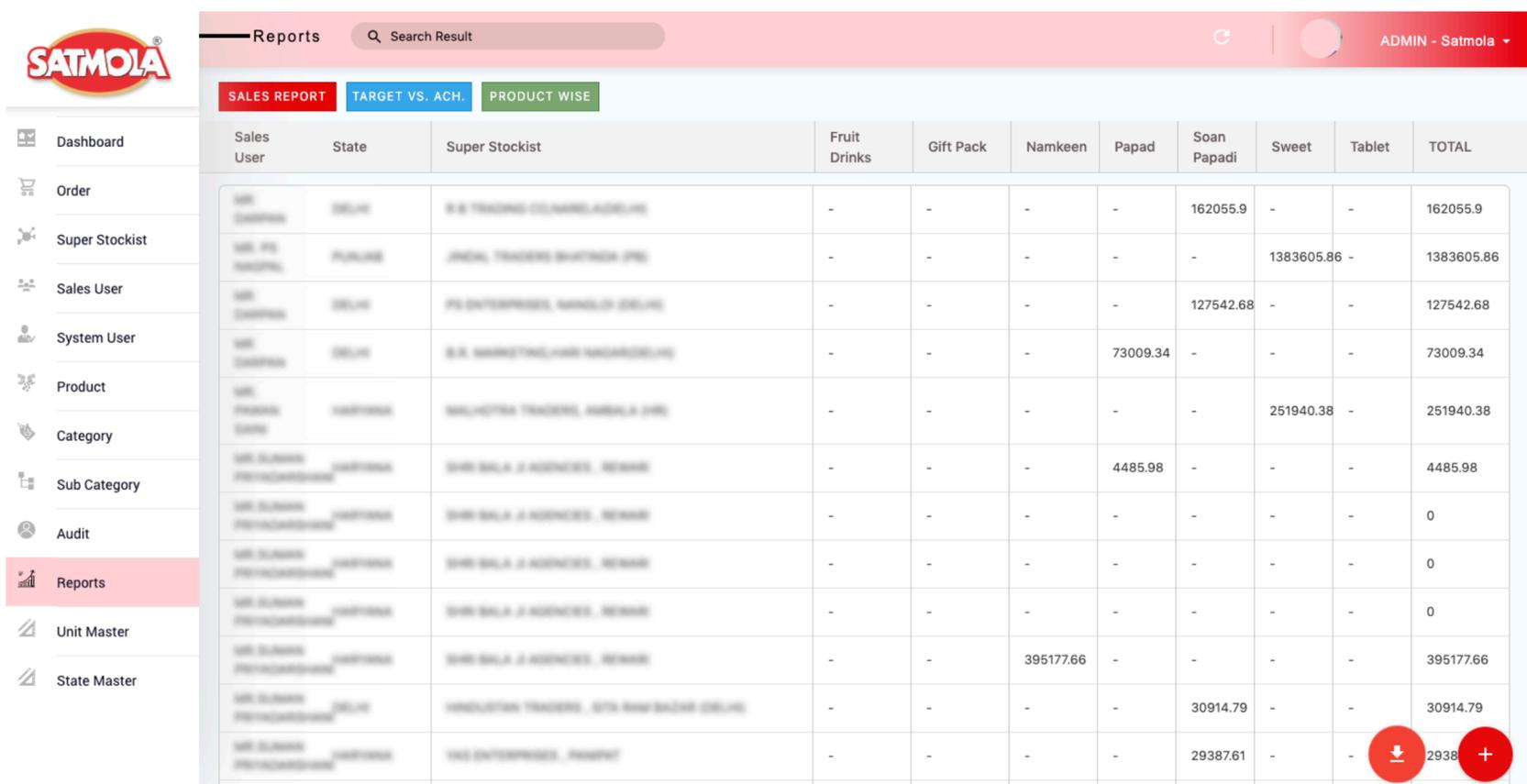
For large FMCG brands like Satmola, the product range can be overwhelming and a challenge to manage. To solve this problem, we introduced Category and Sub Category sub-modules.

Adding A Product

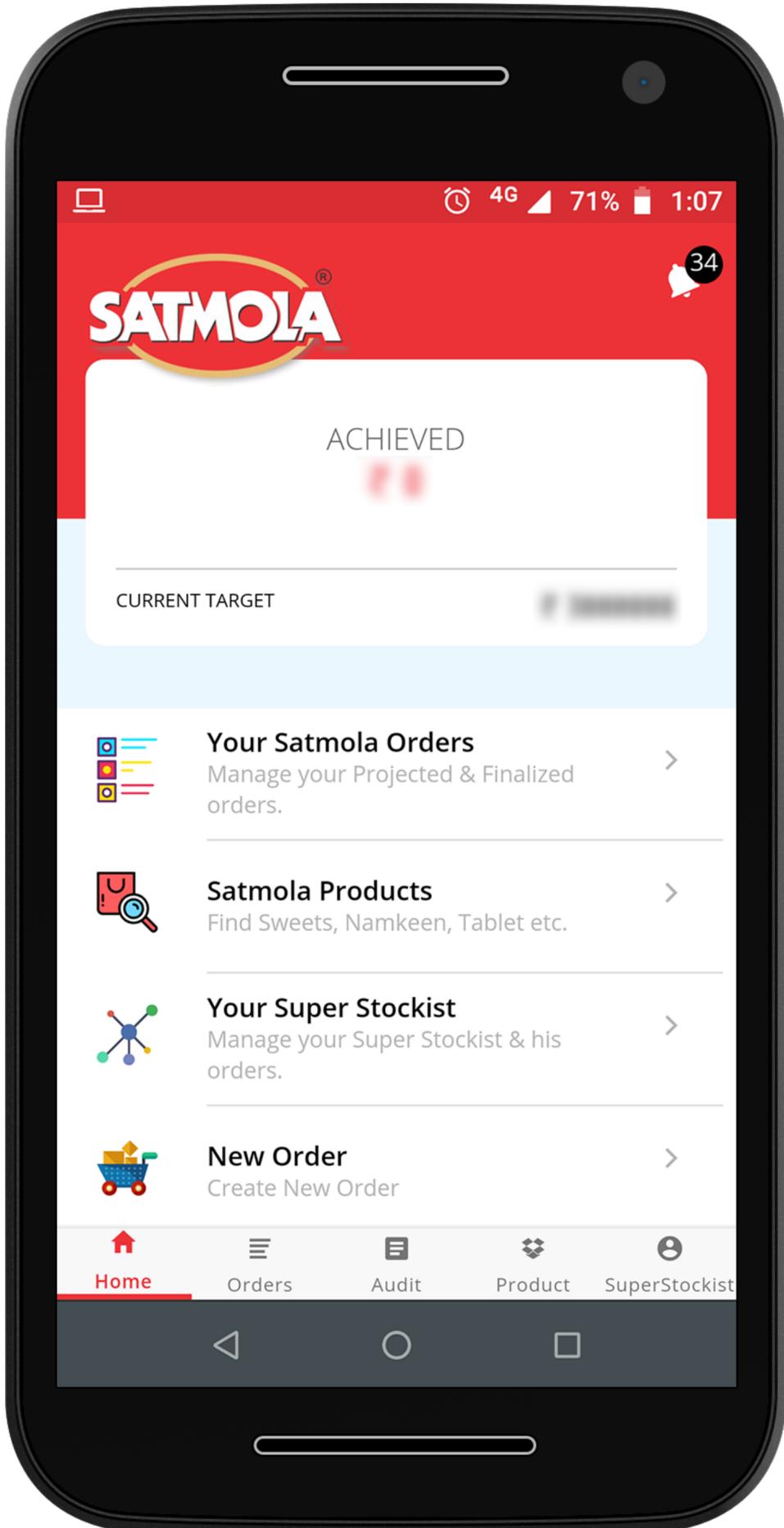


Adding a product is a breeze with Adding New Product section that provides all the essential FMCG product metadata details like Product Name, Category, Sub-Cat, Weight, Price, PU, and Pack Image.

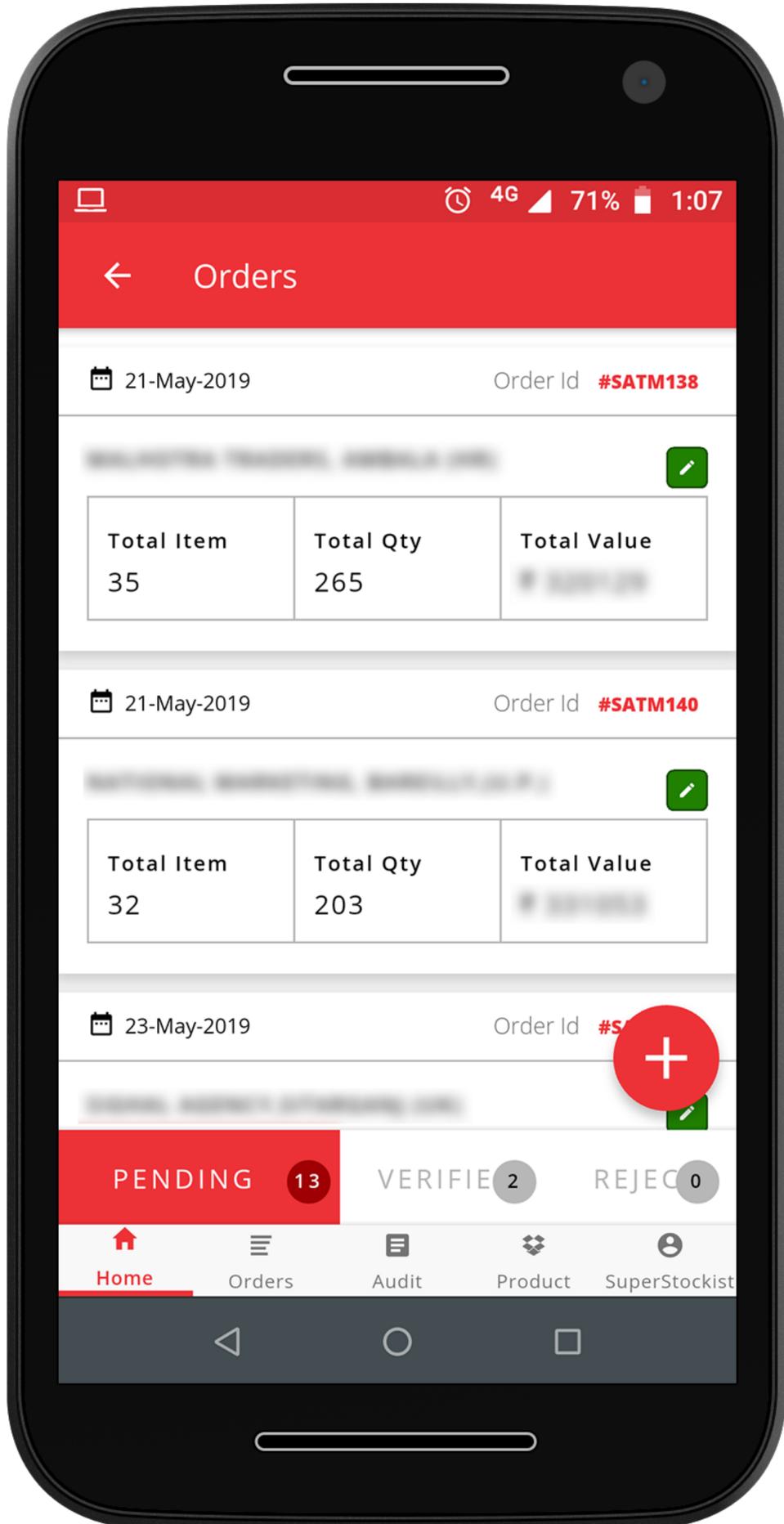
Reporting



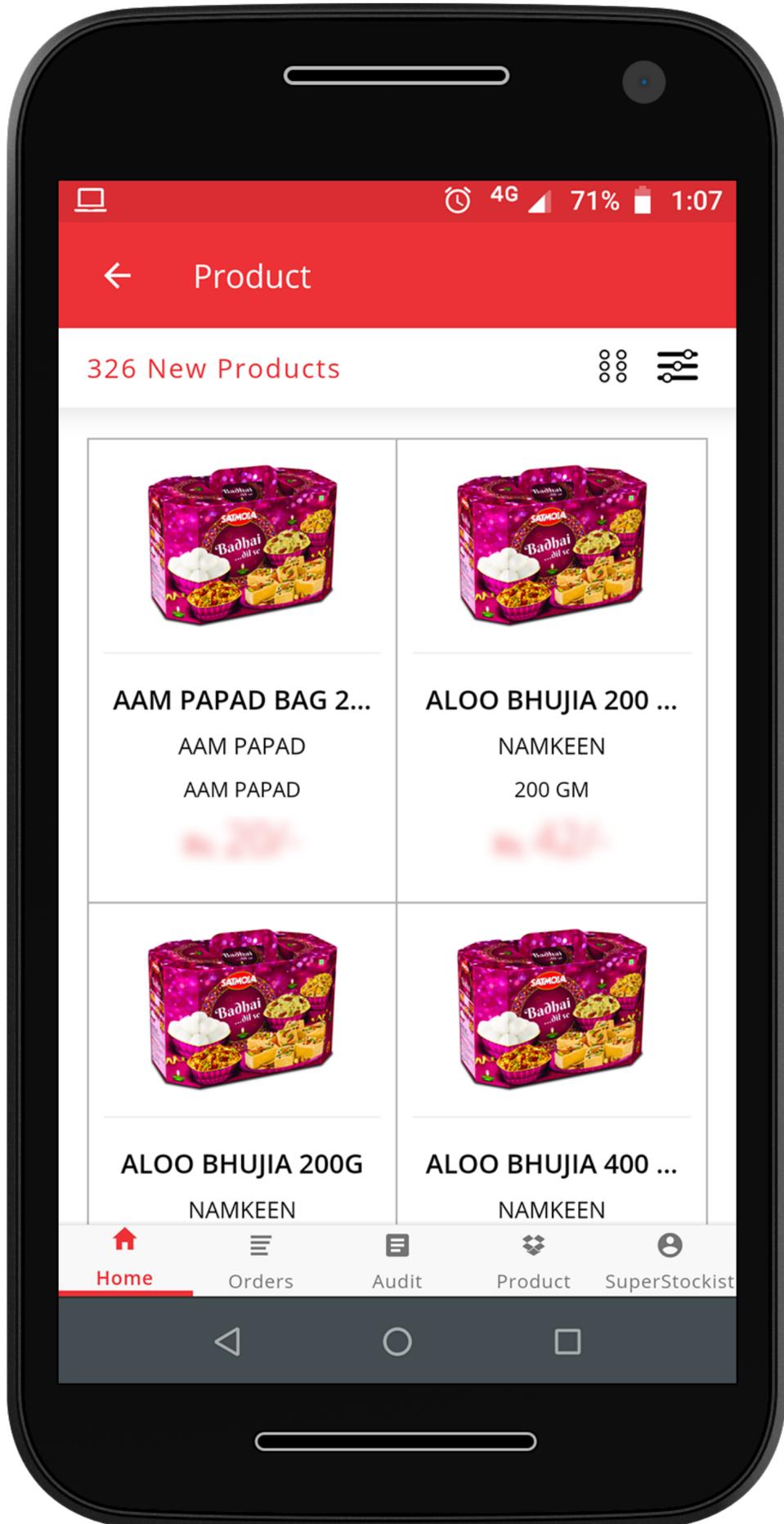
One of the most powerful features of the CRM, Reporting module provides reporting for the entire sales team, individual sales executives, super-stockists, and product-wise.



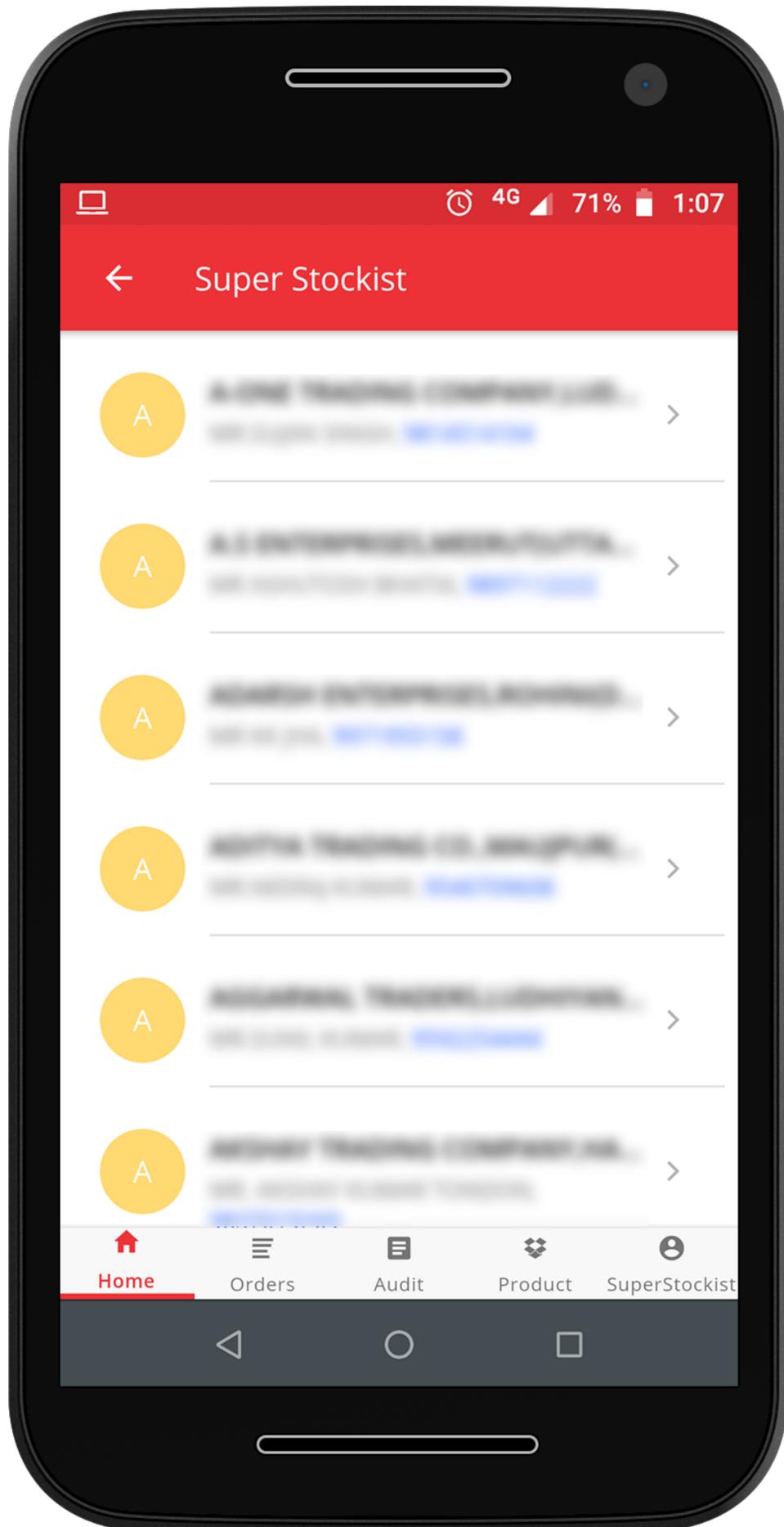
Satmola's mobile app for sales executives provides straightforward product catalog browsing and ordering process. The app is connected to the CRM so that all things like inventory, products, and orders are always in sync.



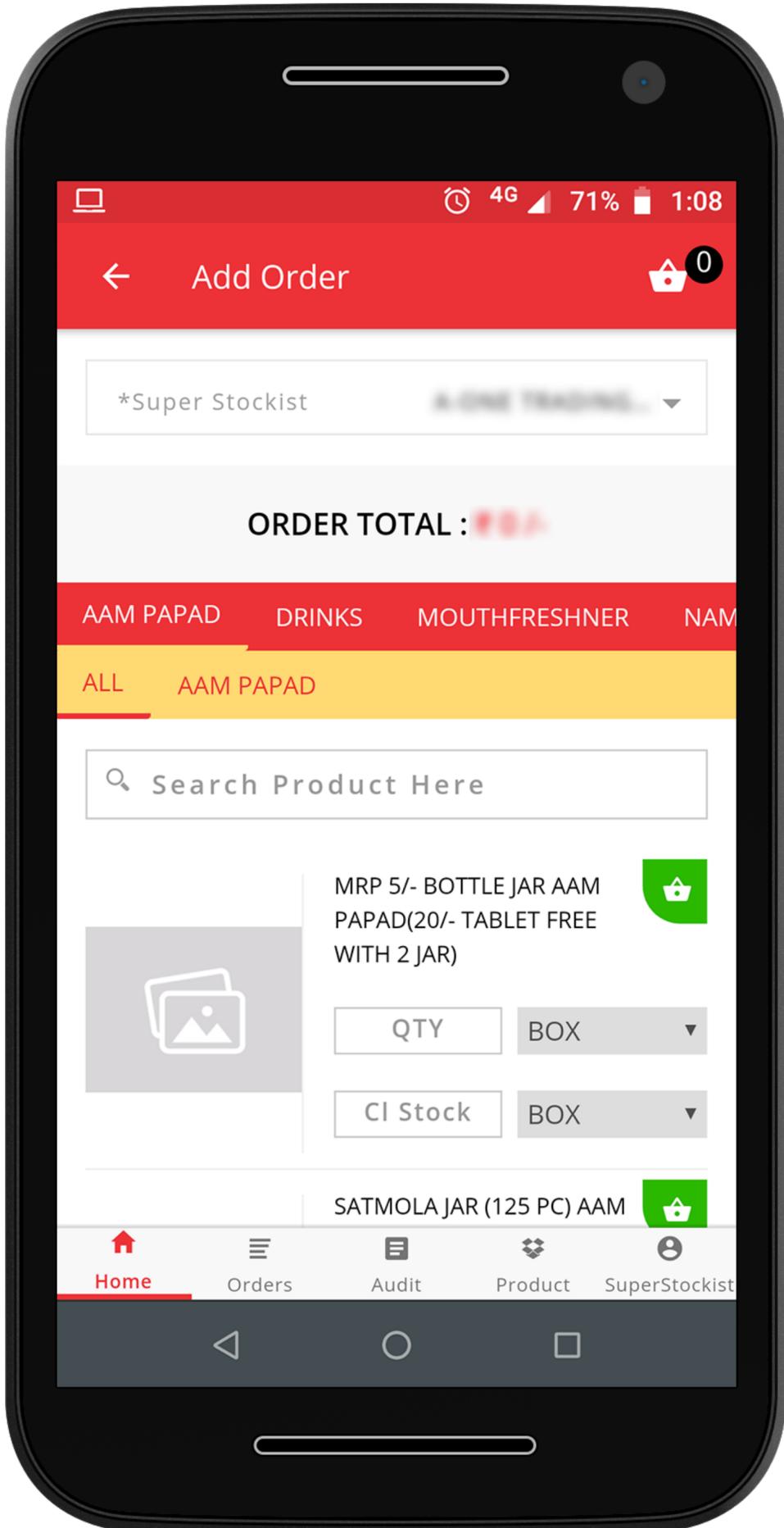
With Satmola's mobile app, the sales executives have a complete order module capabilities at their hands. The screenshot on the left shows the Order history with the ability to see a particular super-stockist's orders.



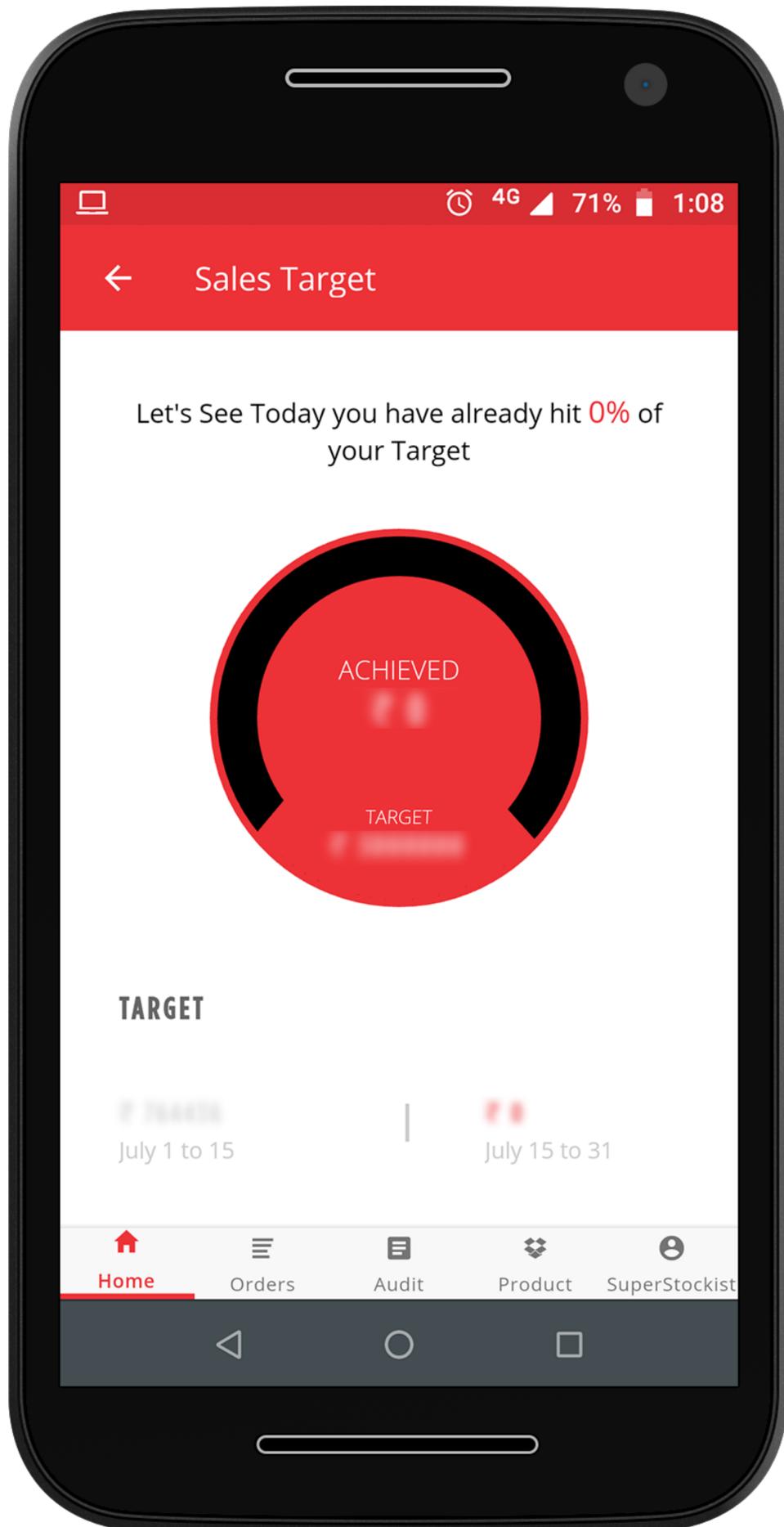
The product catalog feature is one of the most powerful features and lets the sales executives showcase all the products without needing to print costly brochures. The catalog is managed from the CRM and updates in real-time.



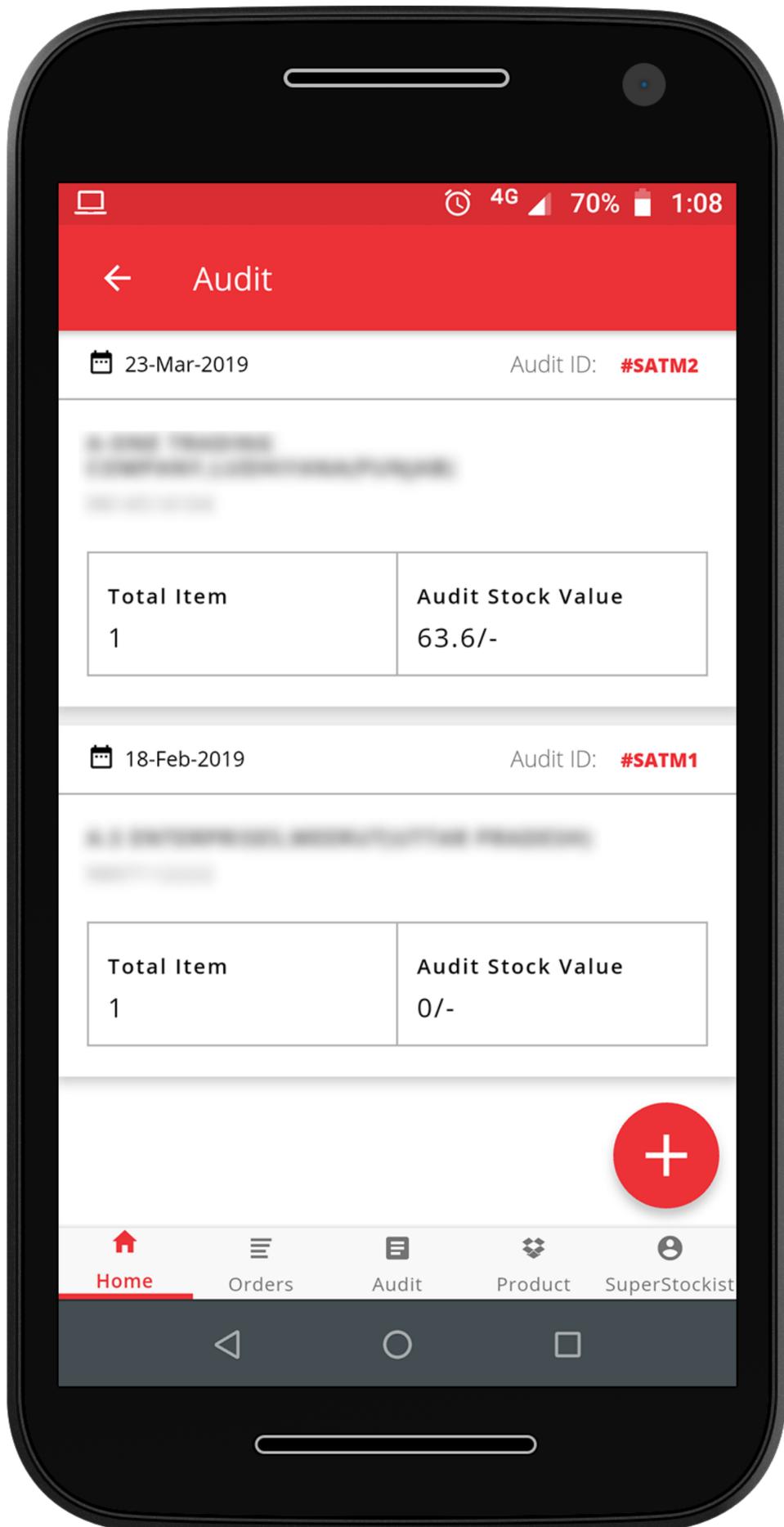
The sales executive can browse a list of their assigned super-stockists. Upon clicking a particular super-stockist, the executive can go into more details such as their previous order-history and contact information.



The sales executives can painlessly place an order for a particular super-stockist on the fly with the Add Order feature of the app. They can select the category, sub-category, product type, quantity, and order type to place the order.



To keep the sales team passionate about their sales activities, we introduced the Sales Target feature with Satmola app, a first for both Satmola and us. The Sales Target is a healthy reminder to achieve the monthly target set by sales managers.



It's a norm in FMCG industries to conduct an on-premise audit of their super-stockists to assess brand health. Satmola's app help sales executive conduct these audits painlessly.



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