

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Unread emails, spam emails, lost invoices, deleted WhatsApp chats, and outdated printed brochures were a constant problem at Satmola.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.

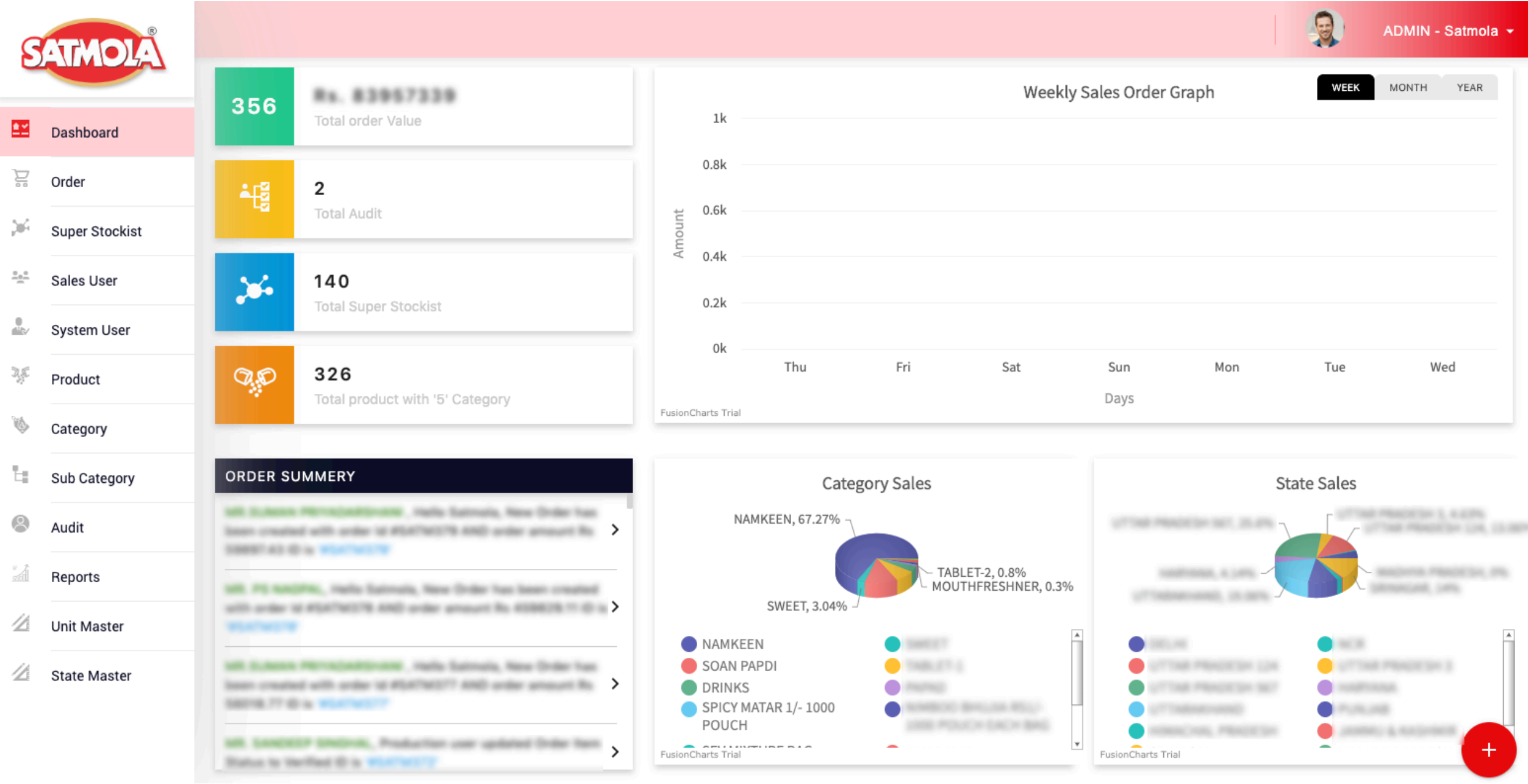
The CRM provided Satmola an easy to access ERP cum CRM system where they were able to manage their products, vendors, orders, payments, and logistics and shipment processes. The mobile app for sales team and super-stockists proved to be a game-changer, boosting number of orders.

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

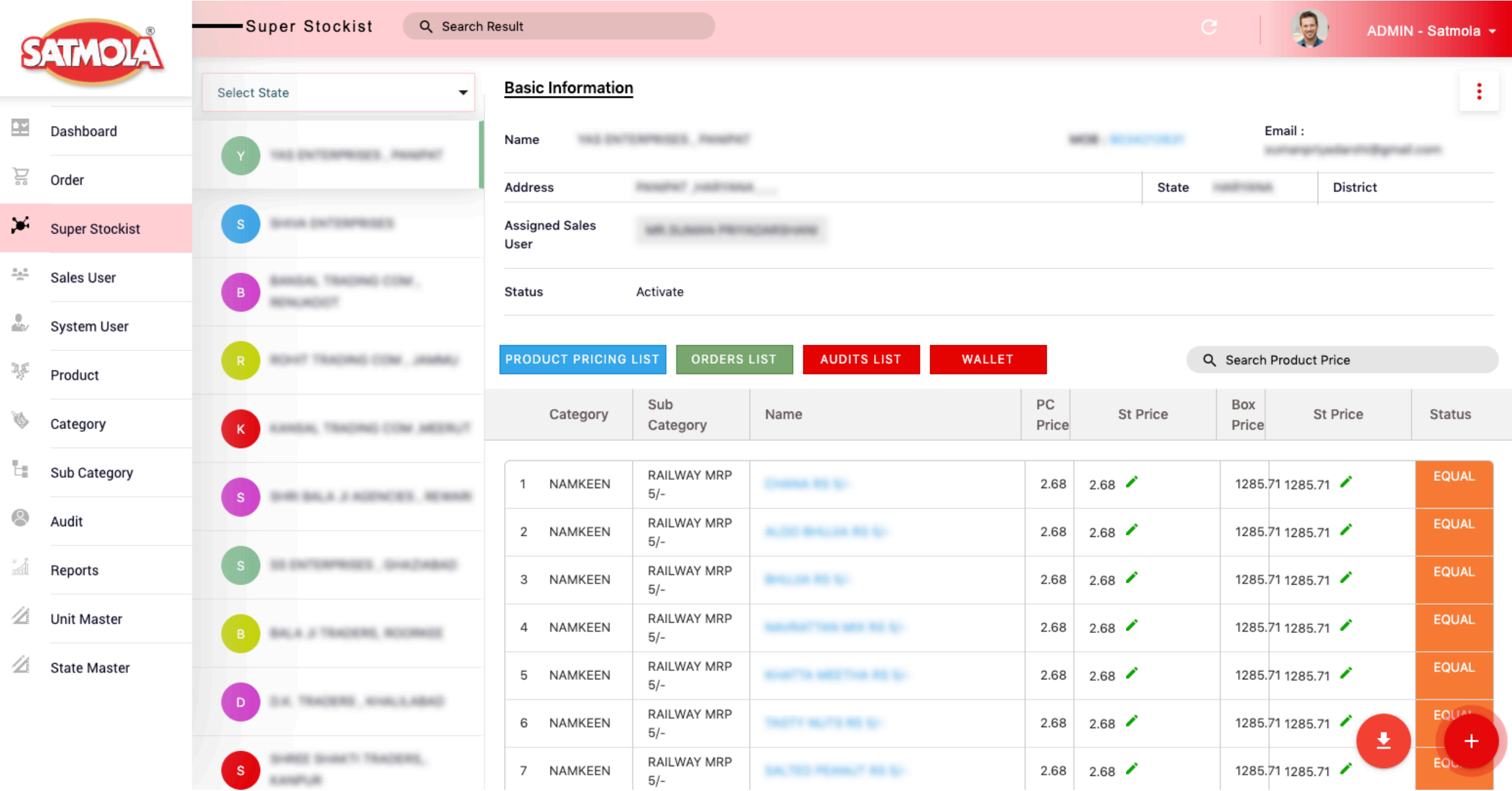
- Inventory (product listing)
- Order management
- Sales network management
- Vendor management
- Logistics and shipment
- Reporting based on custom KPIs
- Catalog browsing via mobile app
- Ordering via mobile apps

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



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

Dashboard

Order

Super Stockist

Sales User

System User

Product

Category

Sub Category

Audit

Reports

Unit Master

State Master

Orders

Date

Order Id

Created By

Stockist

Total Item

Qty

Total

Order Edit

Stage

Pending

1	Jul,23 2019	#SATM379	MR SUMAN PRITHVIRAM	R & TRADING COLMAREL DELHI	12	39	Rs. 33857/-	0	Production	Pending
2	Jul,23 2019	#SATM378	MR PRITHVIRAM	JINDAL TRADING BHATINDA (PN)	8	223	Rs. 40562/-	0	Production	Pending
3	Jul,23 2019	#SATM377	MR SUMAN PRITHVIRAM	PS ENTERPRISES, NAROLI (DELHI)	23	57	Rs. 38278/-	0	Production	Pending
4	Jul,23 2019	#SATM376	MR MOONG AGRAWAL	P F TRADING BANGHALLA (LUDHIANA)	27	295	Rs. 49734/-	0	Production	Pending
5	Jul,23 2019	#SATM375	MR MOONG AGRAWAL	R S GROUP PHAROS	13	313	Rs. 47682/-	0	Production	Pending
6	Jul,23 2019	#SATM374	MR SUMAN PRITHVIRAM	S S MARKETING HARI NAGAR DELHI	31	57	Rs. 40327/-	0	Production	Pending
7	Jul,23 2019	#SATM373	MR SUMAN PRITHVIRAM	WALHETER TRADING, NAROLI (DELHI)	26	105	Rs. 70882/-	0	Production	Pending
8	Jul,23 2019	#SATM372	MR PURNIMA SHARMA	MR TRADING ALGARH	27	89	Rs. 14763/-	0	Production	Pending
9	Jul,22 2019	#SATM371	MR SUMAN PRITHVIRAM	SHR BALA J AGROVETS, NAROLI	43	204	Rs. 30758/-	0	Production	Pending
10	Jul,22 2019	#SATM370	MR SUMAN PRITHVIRAM	SHREYAN TRADING, 37TH FASE BANGAL DELHI	19	38	Rs. 40378/-	0	Production	Pending

MORE . . . 10 / 233

Pending233

Verified51

RTD32

Dispatched23

Reject8

Download

+

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

Dashboard

Order

Super Stockist

Sales User

System User

Product

Category

Sub Category

Audit

Reports

Unit Master

State Master

Order Detail

ORDER PUNCH

MIS

PRODUCTION

FINALISED

RTD

PAYMENT

DISPATCHED

Super Stockist Detail

Name

R & TRADING COLMAREL DELHI

Email :

Address

20-A, GALI NO-1, SAFARI ROAD, GALTHER COLONY, NAROLI DELHI 110048, ...

State

DELHI

District

Order Detail

Order No. #SATM379

Total Item 12

Total Qty 39

Date Jul,23 2019

Payment Received 0.0

Select Status * Select MIS Status

Remark

Save

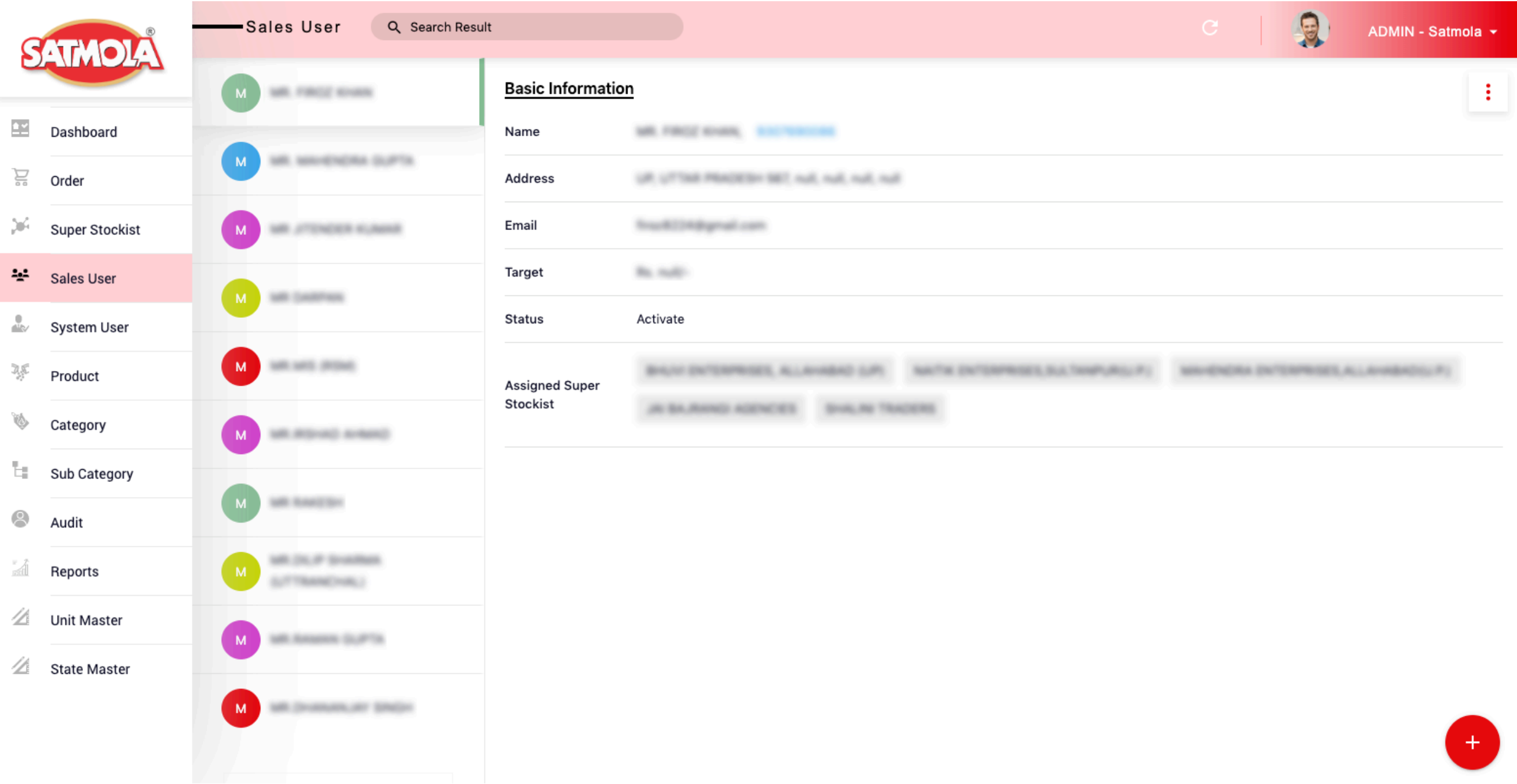
Category	Products	CI Stock	QTY	PC Price	Box Price	GST	Amount	GST	Production	Status
1	PAPAD - PAPAD	PAPAD PUNJABI MASALA (200 GM *60 PKT)	1 BOX	1 (BOX) ✓	39.25	2355.14	0 %	Rs. 2355.14	Rs. 0/-	Pending
2	PAPAD - PAPAD	PAPAD CHANA MASALA (200 GM *60 PKT)	1 BOX	1 (BOX) ✓	39.25	2355.14	0 %	Rs. 2355.14	Rs. 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

Chat

+

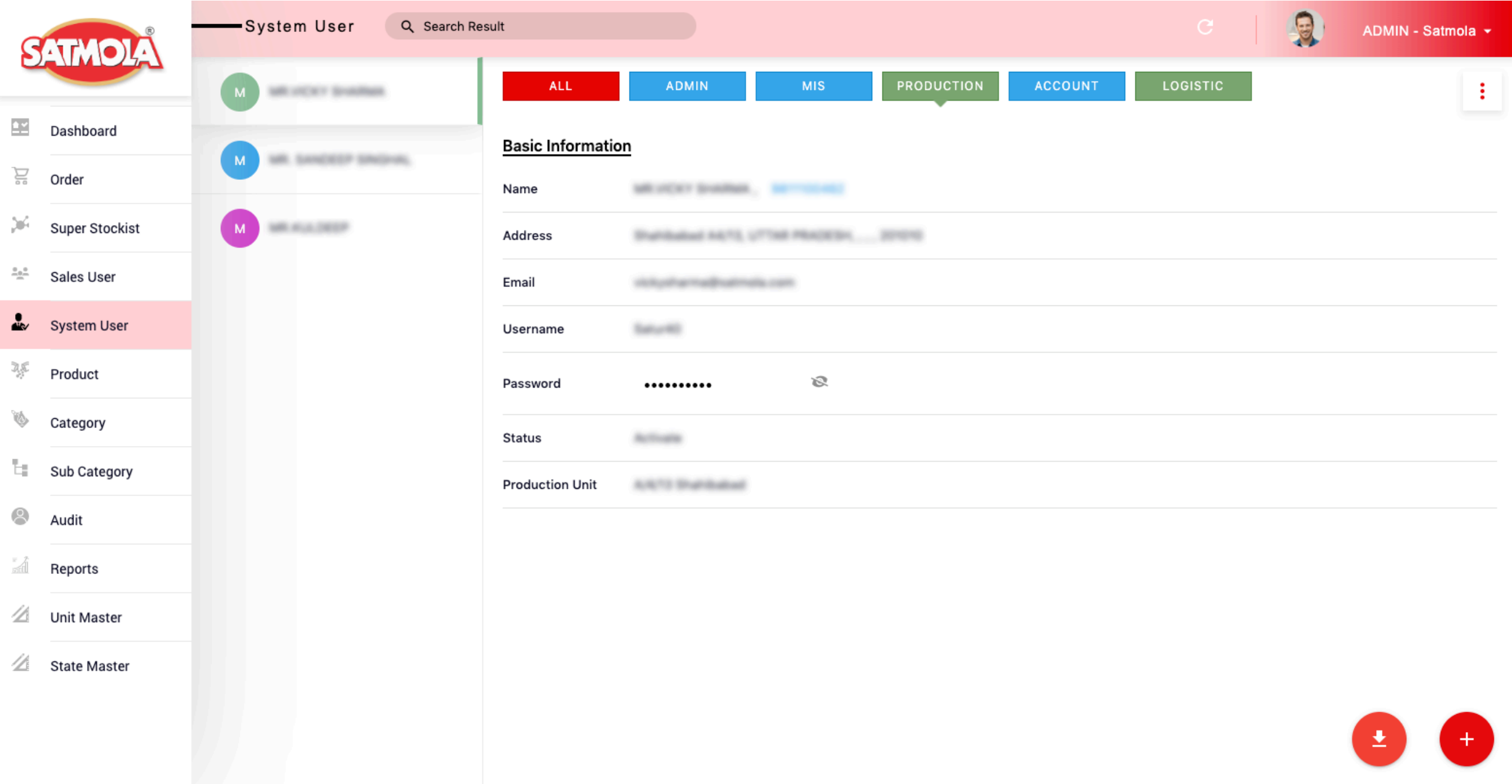
Orders module provides Order Details sub-module where you can view a particular order's details such as date of placement, order summary, status, total amount with options to edit the order.

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

Dashboard

Order

Super Stockist

Sales User

System User

Product

Category

Sub Category

Audit

Reports

Unit Master

State Master

Products

Search Result

Select CI Stock Mandatory

ADMIN - Satmola

All326

AAM PAPAD7

DRINKS7

MOUTHFRESHNER15

NAMKEEN224

NIMBOO BHUJIA RS1/- 1000 POUCH EACH BAG1

PAPAD4

SEV MIXTURE BAG RS1/-1000 POUCH EACH BAG1

SOAN PAPDI10

SPICY MATAR 1/- 1000 POL1

SWEET9

	Sub Category	Name	Weight Per Pc	Pc in Box	MRP	Prod Unit
1	VANASPATI	SSP 500 GM MRP 200/-	500 GM	24	Rs. 200/-	MRP 200/-
2	200 GM	PUDHINA BOONDI MRP 45/-	200 GM	48	Rs. 45/-	MRP 45/-
3	DRINKS	MIX SOFT DRINKS (20-O+10-M) =30 (UK)	0 GM	30	Rs. 30/-	MRP 30/-
4	200 GM	KESAR PANEER BHUJIA	200 GM	48	Rs. 75/-	MRP 75/-
5	400 GM	PANEER BHUJIA 400 GM	400 GM	30	Rs. 120/-	MRP 120/-
6	400 GM	KHATTA MEETHA	400 GM	32	Rs. 30/-	MRP 30/-
7	MRP 1/- POUCH JAR	MANGO MRP 125/-	0 GM	12	Rs. 125/-	MRP 125/-
8	MRP 1/- POUCH JAR	ORANGE MRP 125/-	0 GM	12	Rs. 125/-	MRP 125/-
9	MRP 1/- POUCH JAR	KACHCHA AMM MRP 125/-	0 GM	12	Rs. 125/-	MRP 125/-
10	200 GM	PUNCH RATTAN 200 GM	200 GM	48	Rs. 75/-	MRP 75/-
11	400 GM	MOONG DAL	400 GM	30	Rs. 30/-	MRP 30/-
12	200 GM	Pudina Boondi 200 gm	200 GM	48	Rs. 30/-	MRP 30/-
13	200 GM	Punjabi Tadka 200 gm	200 GM	48	Rs. 30/-	MRP 30/-
14	200 GM	Chilli Peanut 200 gm	200 GM	48	Rs. 30/-	MRP 30/-
15	200 GM	Double Mazza 200 gm	200 GM	48	Rs. 30/-	MRP 30/-
16	200 GM	Chakhna 200 gm	200 GM	48	Rs. 30/-	MRP 30/-
17	200 GM	Halka Fulka 200 gm	200 GM	48	Rs. 30/-	MRP 30/-
18	200 GM	Kanpuriya Mix 200 gm	200 GM	48	Rs. 30/-	MRP 30/-
19	200 GM	Mumbayia Mix 200 gm	200 GM	48	Rs. 30/-	MRP 30/-
20	400 GM	SAFFRON CHAI, Rs. 100/- 400 GM, 30 PCT	400 GM	30	Rs. 100/-	MRP 100/-

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

Dashboard

Order

Super Stockist

Sales User

System User

Product

Category

Sub Category

Audit

Reports

Unit Master

State Master

Sub Category

Search Result

ADMIN - Satmola

All28

AAM PAPAD1

DRINKS1

MOUTHFRESHNER1

NAMKEEN13

NIMBOO BHUJIA RS1/- 1000 POUCH EACH BAG1

PAPAD1

SEV MIXTURE BAG RS1/-1000 POUCH EACH BAG1

SOAN PAPDI2

SPICY MATAR 1/- 1000 POL1

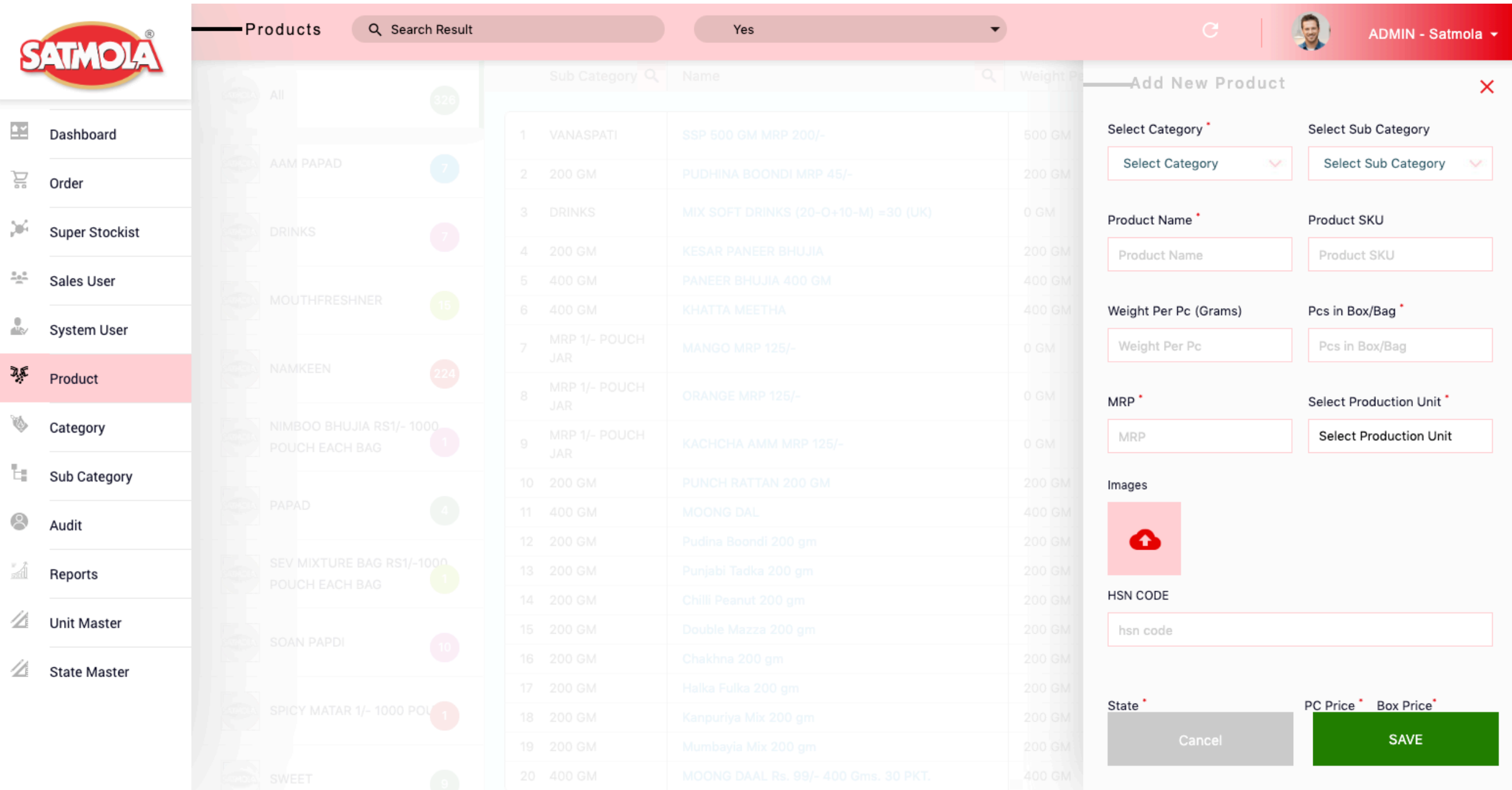
SWEET1

SUB CATEGORY

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

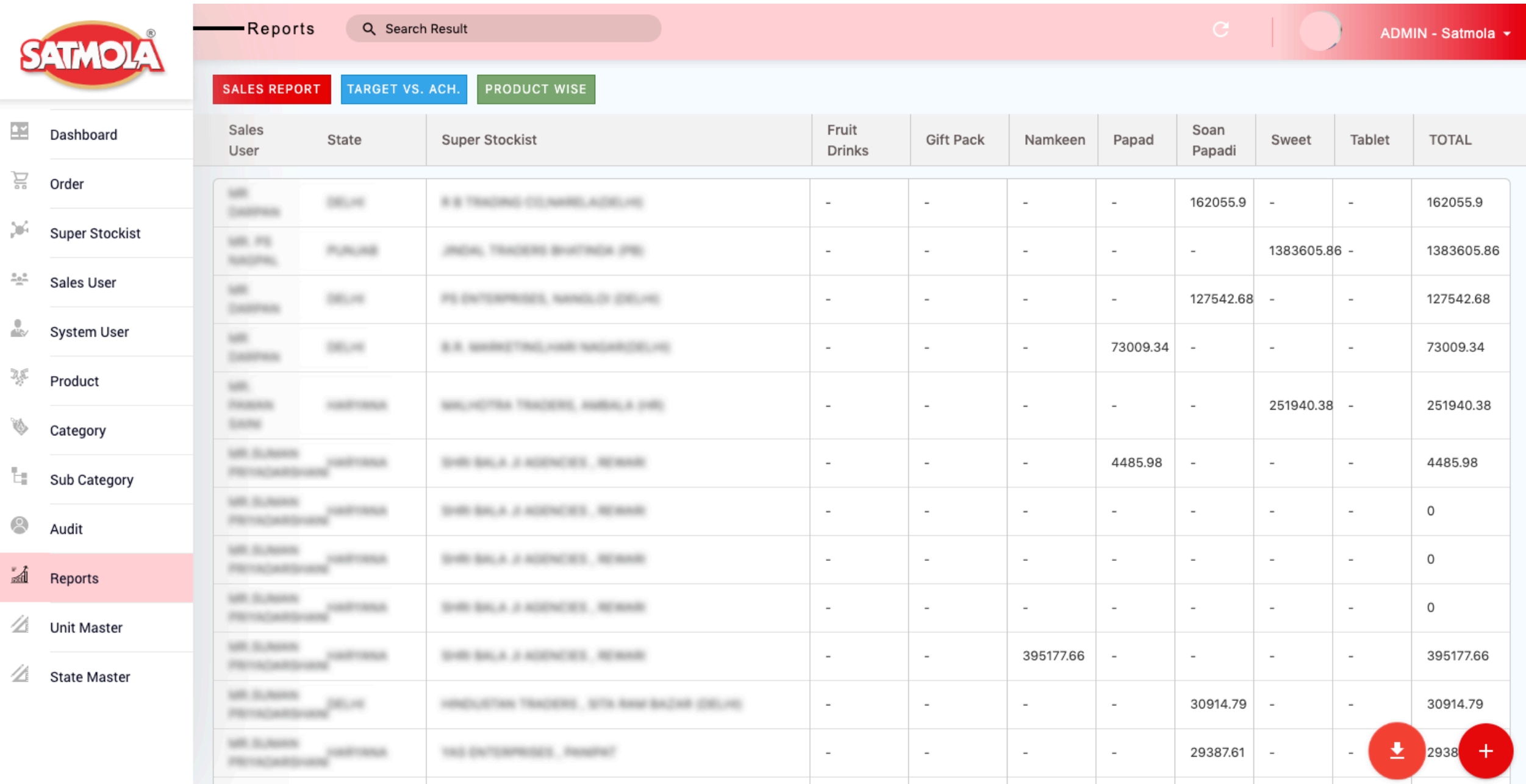
For large FMCG brands like Satmola, the product range can be overwhelming and a challenge to manage. To solve this problem, we introduced Category and Sub Category sub-modules.

Adding A Product

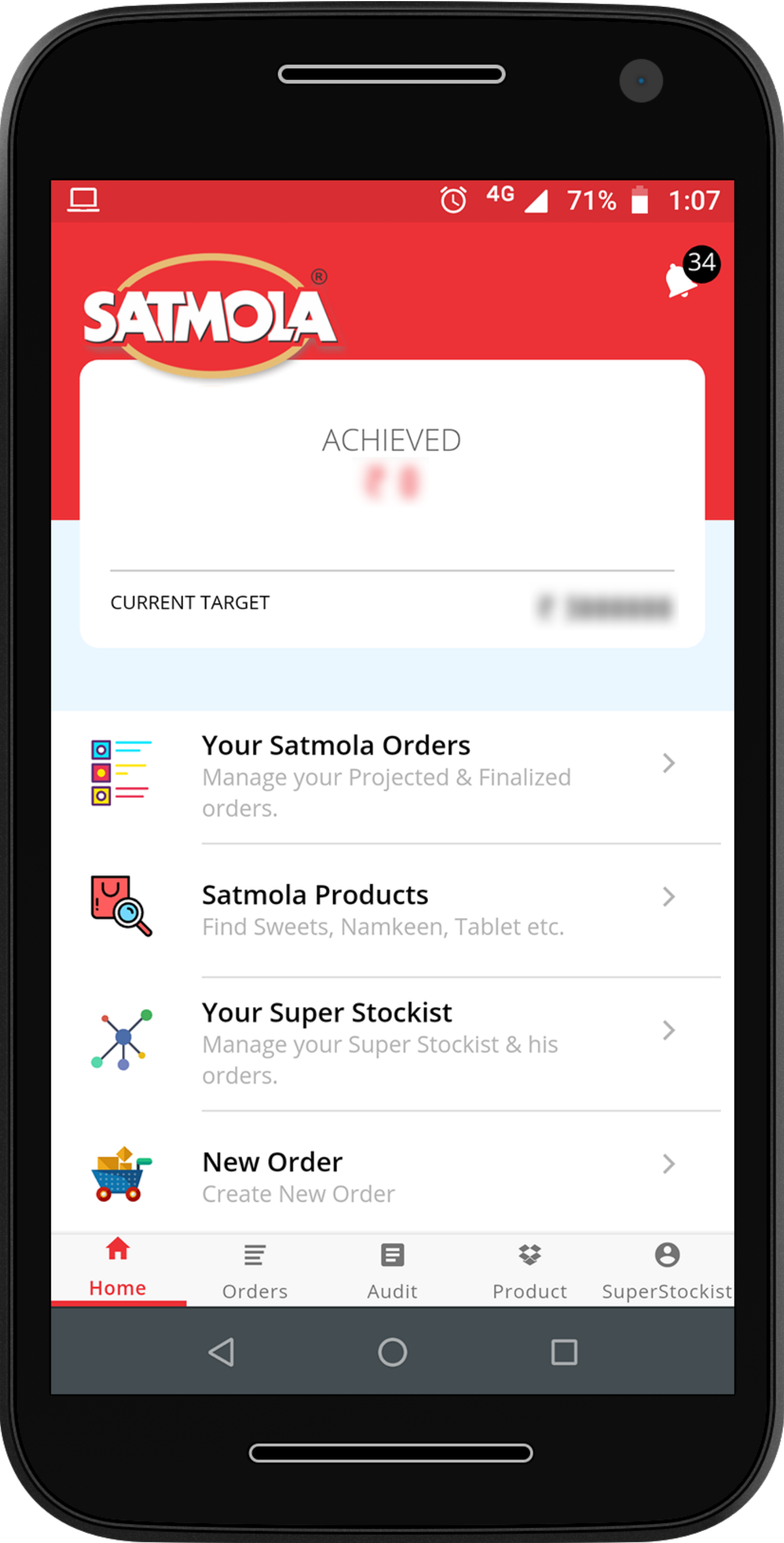


Adding a product is a breeze with Adding New Product section that provides all the essential FMCG product metadata details like Product Name, Category, Sub-Cat, Weight, Price, PU, and Pack Image.

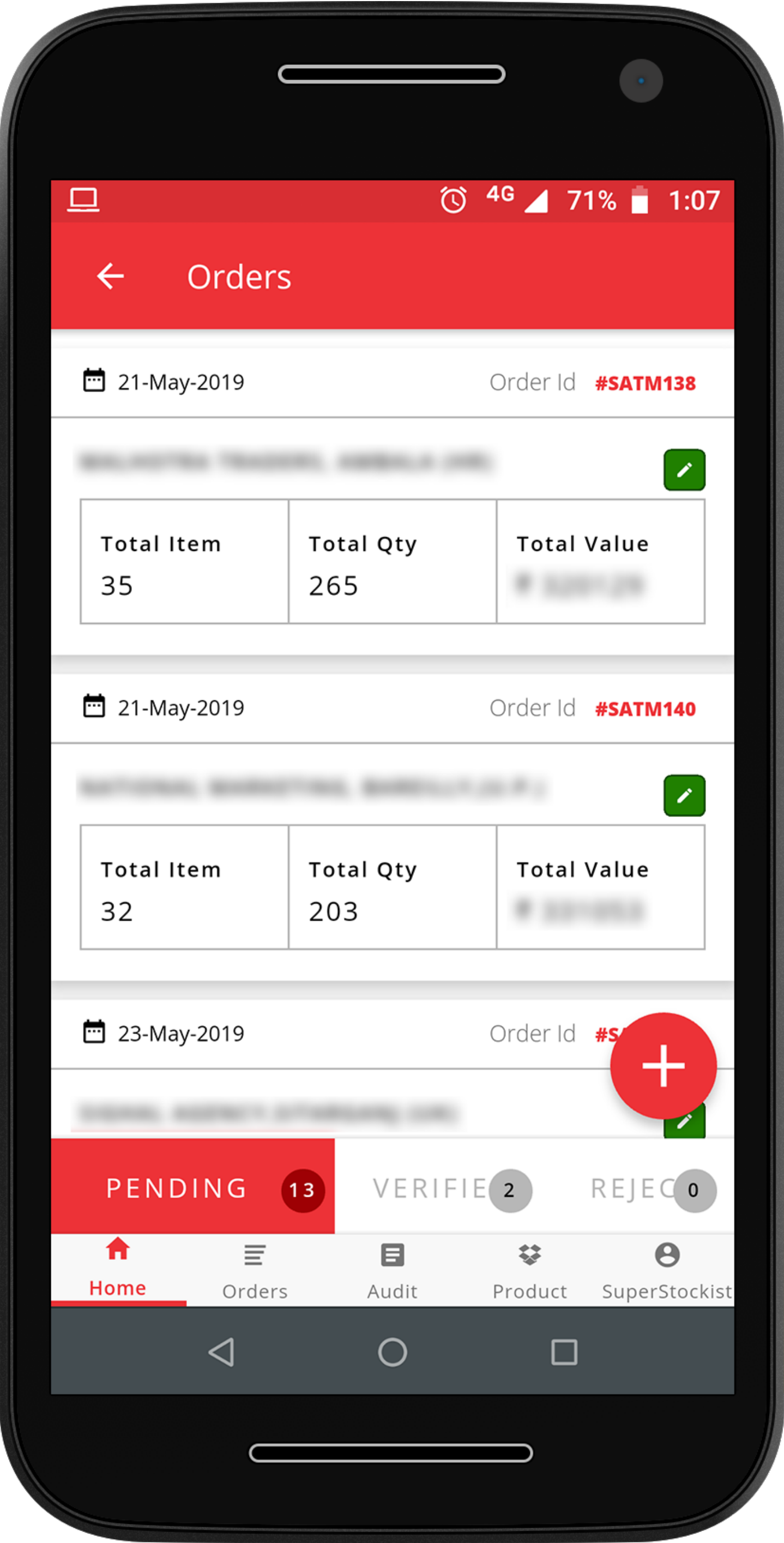
Reporting



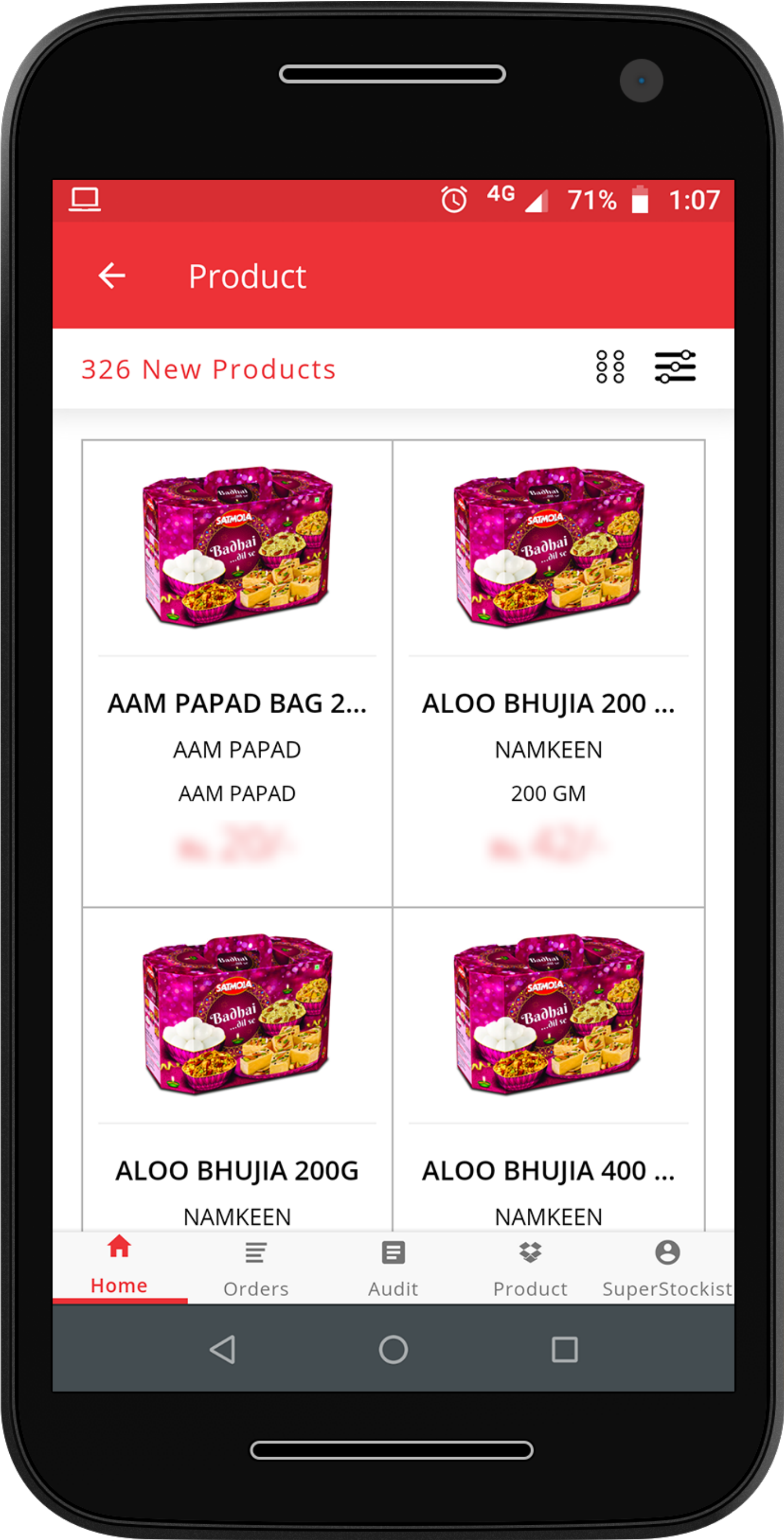
One of the most powerful features of the CRM, Reporting module provides reporting for the entire sales team, individual sales executives, super-stockists, and product-wise.



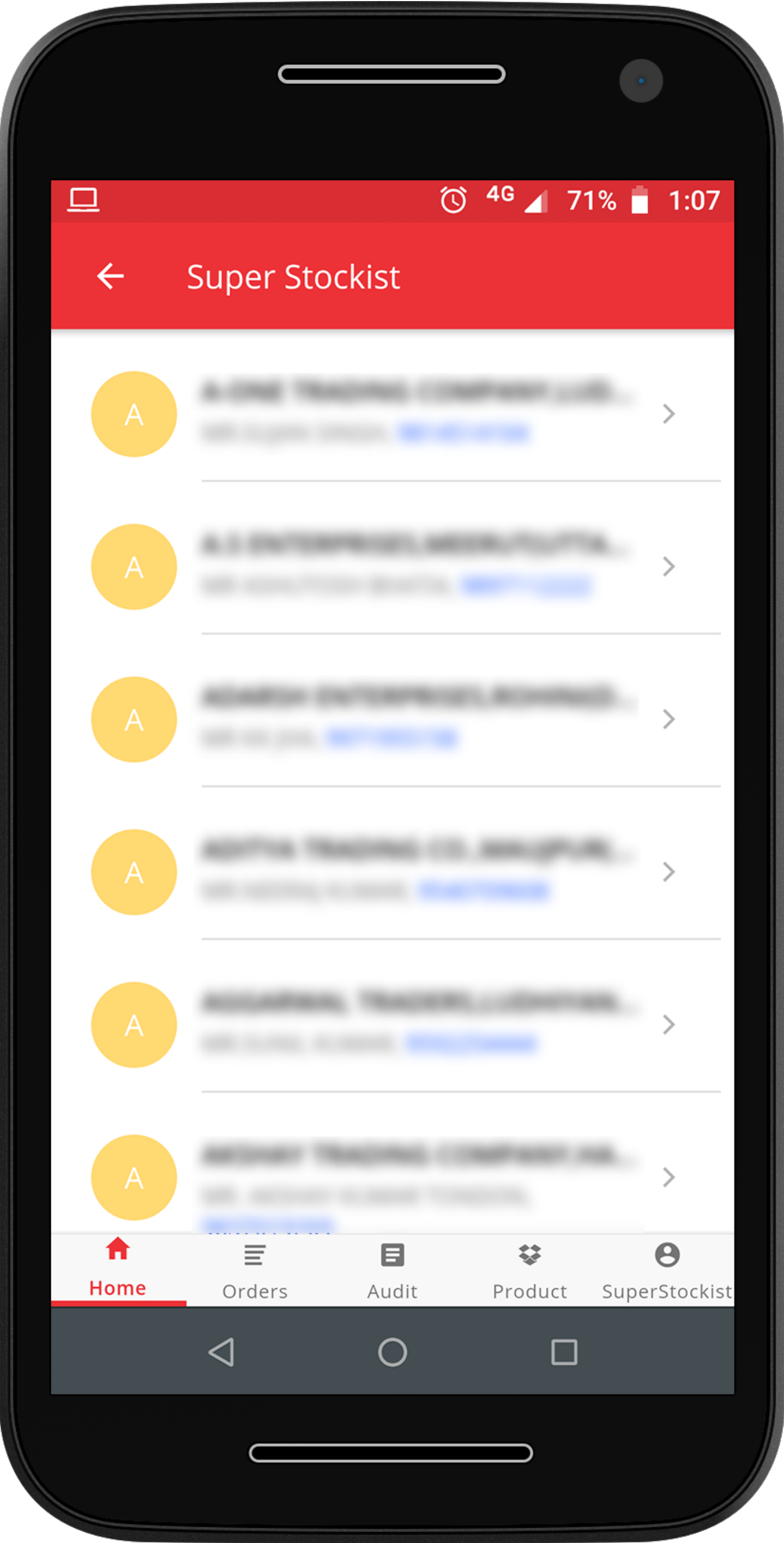
Satmola’s mobile app for sales executives provides straightforward product catalog browsing and ordering process. The app is connected to the CRM so that all things like inventory, products, and orders are always in sync.



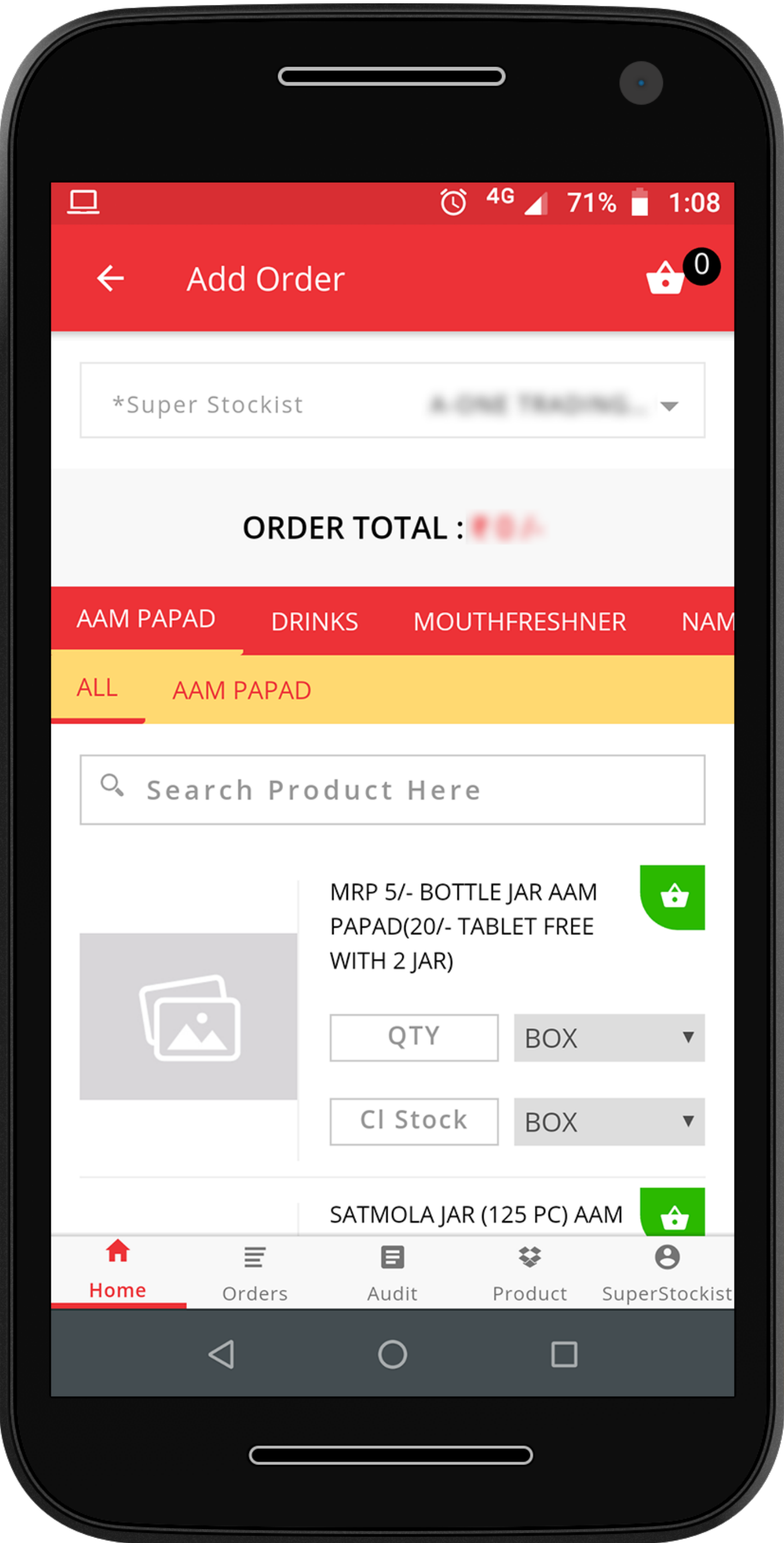
With Satmola’s mobile app, the sales executives have a complete order module capabilities at their hands. The screenshot on the left shows the Order history with the ability to see a particular super-stockist’s orders.



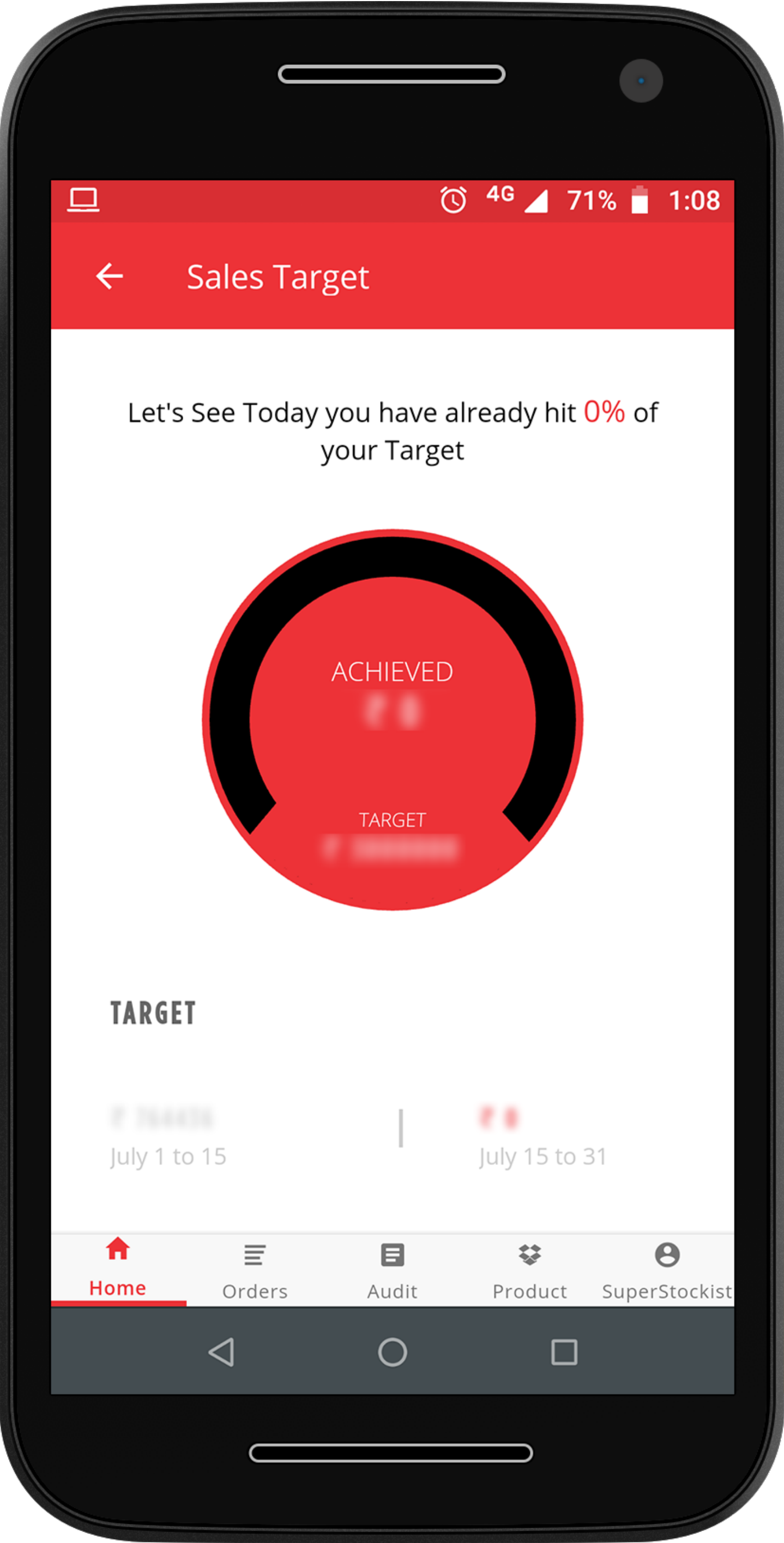
The product catalog feature is one of the most powerful features and lets the sales executives showcase all the products without needing to print costly brochures. The catalog is managed from the CRM and updates in real-time.



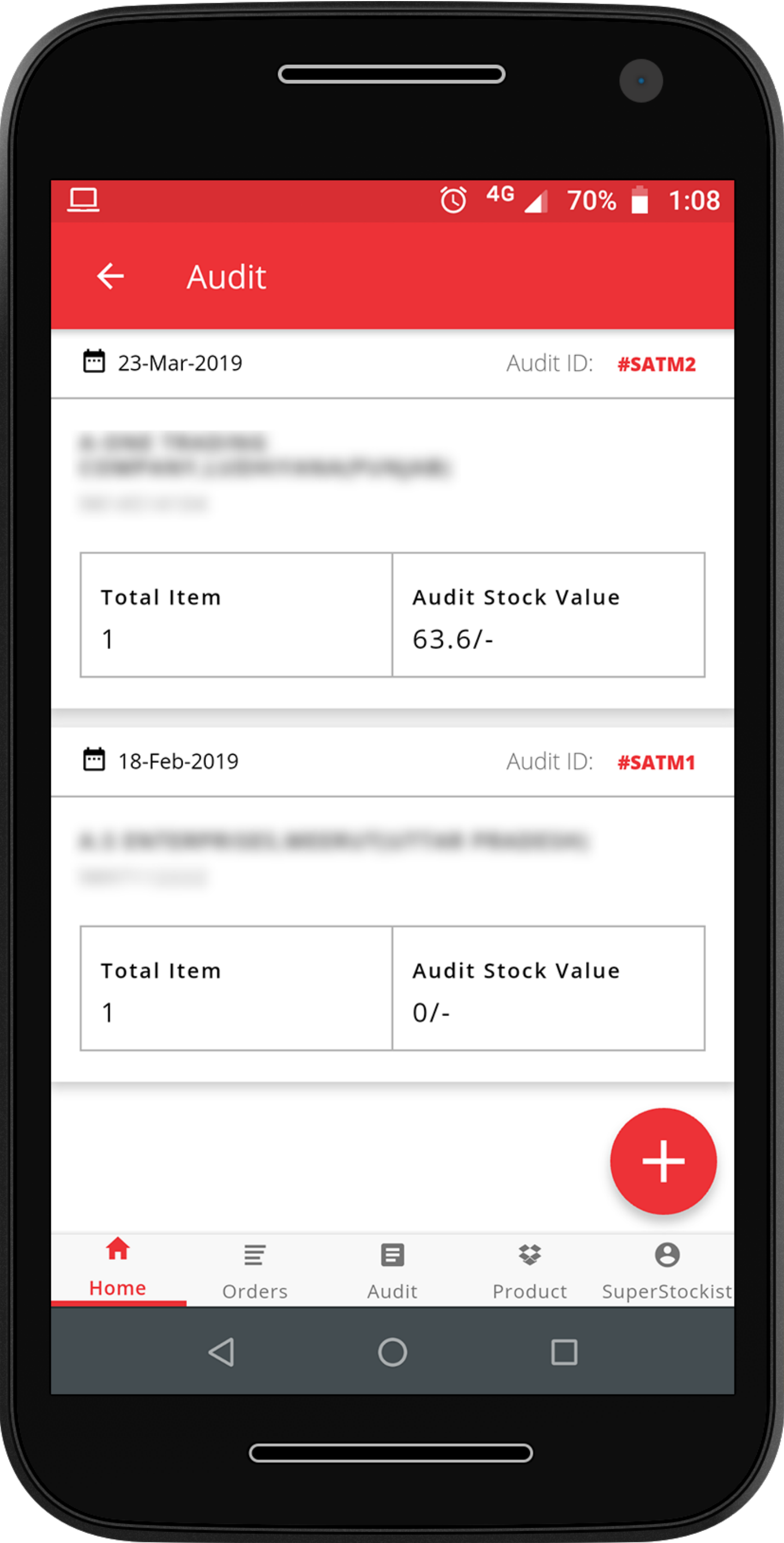
The sales executive can browse a list of their assigned super-stockists. Upon clicking a particular super-stockist, the executive can go into more details such as their previous order-history and contact information.



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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