

# **A B2C Portal**

(ODC / Technology)

## **Case Study**

© DIRECTION SOFTWARE SOLUTIONS

## A B2C Portal

### A Trading Company

#### Client profile

The client is primarily involved in trading, refilling and bottling activities of both imported and local FMCG (Food and Oil products).

Their Head Office is located in Bombay, with four branch offices in the metros cities and over 40 consignee agents across India.

The Client had the following systems in place: -

1. A system intended to maintain sales and Inventory details.
2. An accounting package intended to maintain all accounting, inventory information and to generate all final statements of accounts.
3. Microsoft Excel - To generate all MIS which they found were not possible to generate by the above two systems as well as the other reports pertinent to Marketing, Purchase, Payroll etc.

#### Shortfalls in the existing systems

##### a. Existing Sales & Inventory System

- Various problems with Stock reconciliation, reporting and analysis.
- None of the MIS and Analysis reports could be generated by this system, requiring reports to be generated manually in Excel.
- It was very tedious to verify the commissions claim statements received from consignee agents as no similar counter report could be generated at HO.
- The Sales & Inventory System had no integration with the financial package, demanding duplication of entries in the accounting package.

---

## **b. Existing accounting Package**

- Stock valuation was not possible in this system and therefore final statement of account viz. Balance sheet, Profit & Loss account could not be generated.
- Sales and stock details were re-entered into Excel for generating the final statement of accounts. This again demanded duplication of work.
- Fund flow status was also generated manually.
- Bank entries and Cheque issued details were duplicated into Excel for generating daily fund position report.

## **c. Microsoft Excel**

Duplication of data-entry was very high due to lack of proper Software systems.

For example sales details were entered into the system by Logistics, Accounts, and Project & Purchase departments separately to churn out their MIS reports. P & L and Balance sheet were also made using excel.

## **d. Connectivity amongst the sites**

The sales network locations were not inter-connected. All transmission of data / information was being done using fax.



**DIRECTION SOFTWARE SOLUTIONS**

5, Brady Gladys Plaza,  
1/447, Senapati Bapat Marg,  
Lower Parel,  
Mumbai - 400 013  
INDIA

Tel. : 91 22 66615000  
Fax : 91 22 24911046  
Site : [www.direction.biz](http://www.direction.biz)