

**Make Informed Decisions**



# **Sales Force Automation** for Dairy Business



Astix Intelligence  
Management Systems  
*Advanced Systems Intelligence*





## Introduction

Like any other industry dairy business has its own unique business challenges such as a problem of highly perishable products with short shelf life, which combined with peak buying hours in a day throws up unique challenges for the delivery as well as the sales team. Also, growing demand of fresh dairy products such as Milk, Curd, cheese etc. is attracting a lots of competition.

Process improvement is a need of hour as working in pen and paper environment will only weaken the existing process. Sales & delivery team must have a clear insights on demand as well as the stock already present in the distribution chain while being in the field. as demand in dairy business can be very elastic; depending on a lot of factors.

## Challenges

The perishable nature of goods makes stock vulnerable. Secondary sales data is manual and getting updated in excel sheets. Consolidation of the same to get the big picture and compare MTD growths is time consuming. Moreover, data are error prone and never accurate. The next level of challenge is ensuring the availability of product on every retail shelf through retail visits.



Closing Stock/Numerical distribution for week : 25-Sep-2015 Category: FDP [Click here to view historical data](#) Logout

Name	SB lassi (159)	flv BB (100)	flv mango (100)	flv mango (80)	flv SB (100)	flv SB (150)	flv SB (80)	flv SB Multipack (400)	flv smooth mango (80)	flv smooth mango B202 (320)	flv smooth SB (80)	flv smooth SB B202 (320)	flv smooth vanilla (80)	flv smooth vanilla B202 (320)	flv vanilla (100)	flv vanilla (150)	flv vanilla (80)	mango lassi (159)	mishi doi (275)	mishi doi (85)	flv SB (80)
DEERAJI ENTERPRISES	Primary Stock	+	+	+	+	+	+	+	+	+	+	6	+	+	+	+	+	+	+	+	6
	ND																				
KATAKIA TRADERS	Primary Stock	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+
	ND																				
M K TRADERS	Primary Stock	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+
	ND																				
MAT KABIR ENTERPRISES	Primary Stock	+	+	+	+	+	+	+	+	+	6	+	+	+	+	+	+	+	+	+	+
	ND																				
SATGURU ENTERPRISES	Primary Stock	18	+	+	+	+	+	+	+	+	126	+	+	+	+	+	+	+	18	24	+
	ND									5											
SHREE HANS TRADING COMPANY	Primary Stock	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+
	ND																				

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## Solutions

SFA eco system powered by a combination of mobility, web portal and reporting tools that enables a dairy salesmen to audit distributor as well as outlet stock and update the same on the mobile app, also it empowers sales teams to do better customer visit planning, intelligent order taking, promotion execution and other features from a single everyday use smart phone device. Geo-tagging of retail universe on Google maps enables one to zoom into various markets and therefore get more productivity from existing sales team. Integrated distributor system helps to achieve better alignment with distributor operations.

## Field Operations

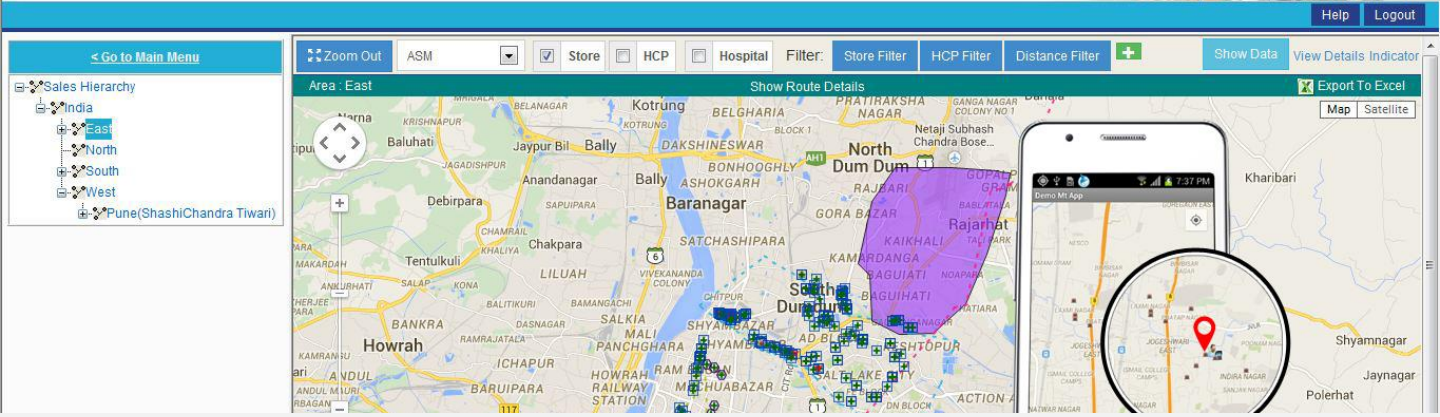
Smart phone based SFA solution for Field Sales Team. A scalable, flexible system, used by small, medium and large sized enterprise, empowering geographically spread field sales force.

### Futures

- Beat route planning
- Make informed store visit with intelligence on "what to sell"
- Enables even store level schemes and discount calculations
- Trade return management
- Alerts and broadcast execution, photo upload and in-store surveys

### Benefits

- Ensure better market coverage
- Maximize productivity of field sales teams
- Improve retail service level on Order & execution
- Track New store recruitment and performance
- Get Market Intelligence



## Geo Tagging And Maps

Geo Tagging & Maps helps you to zoom into retail stores and clusters to assess and plan market coverage on Google Maps. Track field activity online and thereby identify gaps and opportunities. It helps you to optimize the distribution network for enhanced sales through better coverage and retail expansion.

## Distributor Management System

In case a distributor does not have any operation system we have an Integrated system which manages every aspect of distributor operations. It enables order entry, invoicing, and dispatch management, cash management, accounts receivables, pricing, discount and schemes, warehouse and inventory management, vendor and accounts payable, document management, and expense accounting, DMS generates management reports and enables sales analysis.



### Astix Solutions

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