

Seamless store management

GoFrugal was founded in 2004 and has been servicing retailers for the past eight years. GoFrugal has about 15,000 retailers using its solutions in India, and the company expects to add about 3,000 retailers during 2012.

“WITH RAYMEDI, WE HAVE MANAGED TO COVER AND EXCEL ON THE TECHNOLOGY FRONT AS WELL, IMPROVING OPERATIONAL EFFICIENCIES AND THE CONFIDENCE LEVEL OF OUR FRANCHISEES.”

RAMESH RAMAKRISHNAN
Managing Director, Just Salwars



“RETAILERS ARE INVESTING ON TECHNOLOGY FOR COMPLETE AUTOMATION OF CASH AND INVENTORY LIFECYCLE. WE ARE EXCITED TO BE A TECHNOLOGY SOLUTION PROVIDER FOR RETAILERS DURING THIS EXCITING TRANSITION OF RETAILERS.”

KUMAR VEMBU
Founder & CEO, GoFrugal Technologies



JUST SALWAR'S OBJECTIVES

- Transfer data from the central warehouse to the franchisee outlets
- Create promotions and offers applicable across franchisees
- Software scalability to accommodate any future needs
- Complete visibility of inventory and sales status
- Information about customer buying behaviour
- Ability to track service offerings



GOFRUGAL'S RESOLUTIONS

- RayMedi solution implementation for handling trading, inventory management, customer information, accounts and business intelligence
- RayMedi NetTrade for easy uploading of all transactions, including inventory and sales, without any data entry and associated manual error
- RayMedi RPOS Service Module for efficient vendor management related to stitching service that the franchisees provide to customers



KEY BENEFITS

- Efficient franchise management
- Efficient vendor management
- Instant sales reports
- Improved customer loyalty
- Real-time information
- Business intelligence for stocking the right product mix
- 24X7 support

JUST SALWARS, a 100 per cent franchisee operated brand with the focus on two segments – women's wear and kids' wear – sought to transfer data from the central warehouse to the franchisee outlets, create promotions and offers applicable across franchisees, software scalability to accommodate any future needs, complete visibility of inventory and sales status that will allow them to reduce costs, information about customer buying behaviour, ability to track service offerings like tailoring of dress materials through efficient vendor management.

THE SOLUTION INSTALLED

To meet these needs, GoFrugal offered RayMedi solution, which is a combination of POS, Customer Information System and

Accounting, all bundled together. RayMedi solution implementation at Just Salwars included RayMedi RPOS, which handles trading, inventory management, customer information, accounts and business intelligence; RayMedi NetTrade, which facilitates easy uploading of all transactions, including inventory and sales, without any data entry and associated manual error; RayMedi RPOS Service Module, which facilitates efficient vendor management related to stitching service that the franchisees provide customers.

THE BENEFITS JUST SALWAR EXPERIENCED

RayMedi provided Just Salwars the ability to manage inventory from the centralised warehouse and also

get visibility on sales and inventory from the franchisee outlet. This can be extended to multiple franchisees. RayMedi Service Module enhanced the efficiency to track services managed by external vendors related to stitching of dress materials. RayMedi made the process extremely quick by providing segregated reports on cash sales and credit card sales in a matter of minutes as against hours. Now RayMedi captures customers' purchasing habits and preferences, which allows the franchisor to come up with targeted promotions and offers. With this, complete visibility of data from all the franchised outlets made possible enabling strategic decisions to be made and saves transactions costs for the customer.