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TOP RETAIL BRANDS



Magazine Retailer January 2010 Case study : GoFrugal - Centralised retail solutions

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BY RETAILER | COMMENTS (0) | ★★★★★

GoFrugal was launched in 2004 in India and since then it has been catering to retailers with its various products, Such as Raymedi Retail Point of Sale, Raymedi Distribution Management, RayMedi Head Quarters, RayMedi Webreporter, RayMedi Mobile Applications, RayMedi Online store B2C, RayMedi Portal B2B, RayMedi NetTrade, RayMedi Trac, RayMedi Alert and RayMedi Desktop. The company is growing around 80 per cent year-on-year basis and is expecting a turnover of Rs10 crore this financial year.

The company is presently having operations in India with direct presence in 40 cities and towns and channel presence in another 50 towns. It has a plan to expand its presence to 250 towns of India over the next 12 months. Most of the additional coverage will be done through channel partners. Besides, it has a plan to launch the solution in SaaS model in next quarter. Along with the SaaS launch, GoFrugal's product range will be available to the international market.

Case Study

Modern Computers is the leading technology enabler in South India and is currently operating 20 retail outlets in and around Chennai covering a total of approximately 30000 sq ft retail space.

Challenges

They wanted to increase their presence at a rapid pace based on the marked demands but there were a number of technological limitations. Some of the challenges were lack of dashboard-level visibility into performance, untrustworthy data accumulation, which was not updated regularly, no availability of customer data and information on their behavioural pattern. Towards addressing these challenges, Modern Computers wanted a retail solution that will allow them to run their operations smoothly and enhance their decision making ability.

Solution provided and benefits

For the initial set of 11 outlets, implementation was done by the professional services team of RayMedi. This implementation took four weeks for all the 11 outlets. After the initial 11 outlets, customer's team was able to carry out the implementation themselves - solution is so user friendly that this was made possible. The primary benefit of this implementation is the centralised reporting and availability of information across all branches. Implementation of the other solutions from the RayMedi suite was carried out. They are RayMedi Retail POS, RayMedi Head Quarters, RayMedi NetTrade and RayMedi Service Manager. RayMedi Retail POS is implemented at all the retail outlets along with RayMedi NetTrade. RayMedi Head Quarters and Service Manager were implemented at the head office, which provides them with the centralised view of all the locations.

"With technology becoming increasingly affordable. the challenges in recruiting and retaining people. the growth in consumption and consumer aspirations, retail is poised for higher growth rates [than the GDP growth]. The value consciousness of consumers leads to increased investments on store design, visual merchandising and technology delivering better shopping experience. Franchising will see higher rates of growth within retail in the current environment."

Kumar Vembu, CEO, GoFrugal Technologies

"Managing the total retail operations across all the branches was a huge issue. For connecting the whole operations, we deployed RayMedi solution, and now, I am viewing every single transaction from my desktop through online billing station."

K Gopinath, CEO, Modern Technologies

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