

GoFrugal launches 'easy suite' products for MSMEs

Loaded with digital features, these solutions cater to retail stores, hotels

OUR BUREAU

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Cloud-based ERP solutions provider GoFrugal on Tuesday launched a range of 'easy suite' products aimed at digitally transforming and modernising the traditional micro, small and medium enterprises (MSME).

The new suite of products — RetailEasy, ServeEasy and ManageEasy — are loaded

with a host of digital features for retail stores, restaurants and distribution businesses respectively.

The 'easy suite' of products are quick to implement, easy-to-use, have integrated solutions and do not require technology expertise to implement or integrate with marketplace, e-commerce, payment solutions and banks.

"Retail business is getting transformed with the arrival of multinational companies (MNCs) and customer awareness is increasing, so retail business is moving from transactional to experien-



Kumar Vembu, CEO and founder, GoFrugal BIJOY GHOSH

tial," Kumar Vembu, CEO and Founder, GoFrugal said.

While RetailEasy provides billing to balance-sheet ERP solutions for retail stores, ServeEasy offers simplified kitchen operations with kit-

chen display systems and customised apps for order, billing and delivery. ManageEasy is a distribution management system (DMS) designed for stockists, wholesalers, dealers and distributors.

First digital store

"The owners of physical-only stores realise that they will be obsolete in the current digital era.

With online-to-offline (O2O) collaborative business model retail, restaurant and distribution businesses can increase their customer acquisition by 15-20 per cent,"

Vembu added. The event also marked the unveiling of company's first-of-its-kind experiential digital store using advance technologies like artificial intelligence (AI) and machine learning (ML) for the traditional retail industry.

Strengthen businesses

"I believe technology players like GoFrugal, with their differentiated easy-to-use product suite can help millions of small merchants across India to strengthen and grow their business," Kumar Rajagopalan, CEO, Retailers' Association of India.