

Business Management Solution for Wellness Products

CASE STUDY

Business Management Solution for Wellness Products

An efficient business management solution for a wellness company to track their sales and operations.

Background:

A leading wellness company has the perennial pressure to market their products and maintain parallel profits. They have a wide range of products from edible goods to cosmeceutical stuff. Their daily business operations include managing sales targets, tracking sales, monitoring activities and managing finances.



Challenges:

- All the operations were manually operated - from target allocation to sales collection.
- The documentation was also done manually and lacked a proper authentication mechanism. Sharing of information between salespeople and tracking their activities was difficult.
- Reporting daily sales activities needed a stable & trustworthy mechanism.
- Computing secondary sales statistics was a cumbersome process involving manual review and verification of records.
- This was the hole from which the system was seeping profit.

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Solution:

- MyBMS provides a cloud based business management solution to automate existing business processes and enable real-time sharing of information within organization.
- The system enables managers to allocate sales targets to employees and evaluate outcome.
- Notification can be sent to employees about their assignment.
- Employees can manage their targets and activities in the system.
- Salespeople can spot all nearby retailers.
- Salespeople can report their daily sales through mobile phones.
- Notification is issued in case a salesperson has missed his sales report.
- Managers can view employee's actual and indicated route.
- The management can track employee performance real-time and view various reports.

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- System dynamically calculates sale of different products and computes primary and secondary sales figures.
- Employee incentives can be calculated based on set parameters.

Benefits:

- Streamline sales management
- Efficient target allocation
- Automated data analysis
- Real-time sales tracking
- Monitor calls and geo-location
- Create more than 200 custom reports
- Manage product catalog
- Conduct marketing campaigns
- Evaluate collection and expenses
- Compute employee incentives

Title	Description
Industry	Wellness
Region	India
Solution	<ul style="list-style-type: none">• MyBMS Enterprise Edition• SMS Utility App

About MyBMS:

We are an IT enabled business solutions provider. Our products are best-in-class with intuitive excellence to resolve your business problems within budget and timeline.

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