



LS RETAIL



CASE STUDY



DOORSTEPS: CAPTURING & ANALYZING INFORMATION TO REAP BUSINESS BENEFITS & INCREASE PROFITS THROUGH LS RETAIL



Smooth running of a retail business to a great extent depends on the flow of data. Doorstep predominantly was faced with the challenge of not only maintaining but also integrating sales data, transaction data, generating auto indents, making and receiving transfer order, capturing customer information.



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The Client

VidKris Retail Stores, a subsidiary of the diversified Delhi based business group, "VidKris India", forayed into organized retail in the year 2006 as "Doorstep". The stores are aimed at providing fresh, high-quality products and services at everyday fair prices, speedy transactions and a clean, safe and friendly shopping environment.

Doorstep offers exhaustive selection of day-to-day products such as grocery and associated product. With stores in Delhi, Gurgaon, Faridabad, Hissar, Panipat and Sonapat. Doorstep is spread across 6 geographical locations across Delhi NCR and neighboring cities and further plans to expand to Uttaranchal and Chandigarh.

Why the LS Retail Journey

The management at Vidkris was looking at adopting a solution which was smart and could show the business managers the exact position at all points whether relating to the sales, stock, goods in transit, number of bills, bill value and transactions etc. The requirement was for a complete solution which was scalable, flexible and reliable and at the same time easy to maintain. The Vidkris management wanted to have the information instantly and stored in a proper way for future references thus helping them control the business in a better way.

The implementation of LS Retail NAV provided by DVS has been a resonant success at Vidkris. The implementation was done by RCS Global which was a prime example of excellent service.

Owing to several successful implementations by DVS and RCS Global, Vidkris was able to benefit at every stage in the implementation journey.

"We wanted a solution that could gather and organize all the information for us. Like we can view the sales going at the store level simultaneously, the stock positions, bill information etc can be known from the head office only. We also wanted the record keeping of the information in a way that it could be available at click of a mouse."



Results in Brief

There were too many types of products in each category viz. staples, aerated drinks, fabric cleaners, skin care etc., using the concept of Item variants, bar codes and the large number of items can now be managed in a much more convenient manner. The result was a much better managed inventory and therefore improved customer satisfaction which lead to improved cash flow.

Doorstep wanted to track lots of items, to be able to set up the Minimum Base Quantity (MBQ) for each item and that wasn't possible without knowing the exact position of the stock at various levels. With set of MBQ's the carrying cost of inventory reduced a great deal.

Following features were enabled in inventory:

- The cost price of the items calculated on FIFO basis.
- Retail Sale price of the items variants wise.
- Inventory Valuation.

The Challenge

The implementation challenges were huge, ranging from, infrastructure requirement, training and awareness to making the employees adapt to the new systems and processes.

- **Business:** The retail business is extremely dynamic and calls for ever changing models. It was difficult to assess the kind of reporting system that was required. With the changing tax structures, again changes in the system were called for.
- **Project Management:** The use of the software had to be carried out at the store level, at back office level and also at the management level. Thus it was a challenge to train people at various levels, especially at the store level, where the employees wanted to continue with the old system only.
- **Technical:** The technical issues were faced as the people were not aware about the software's system and process; they had a mental blockade with dealing with the software.
- **Implementation:** Another challenge we faced was the poor infrastructure. We took the best available internet services at each of our stores, but still with the heavy data flows, it was a tough task for the replication to be completed.

RUCHIR GUPTA
Director
Vidkris Retail

“The main problem was ample information, but no central point where this could be gathered, stored, reviewed and controlled. Also, being in a business where the cash inflow is at the point far of from the main office, made us more vulnerable to the pilferages. To control that, an organized system for information collection and storage was required”

RUCHIR GUPTA
Director
Vidkris Retail

Feature Highlights or rather map of 'process and/or functional changes' with the 'product features'

With the adaption of Microsoft Dynamics and LS Retail NAV, Doorstep has been able to effectively manage its processes. It has helped the management to streamline their sales and distribution processes, improve logistic operations, manage receivables, reduce dispatch lead time, better MIS and control on the business.

Functional changes with the product features

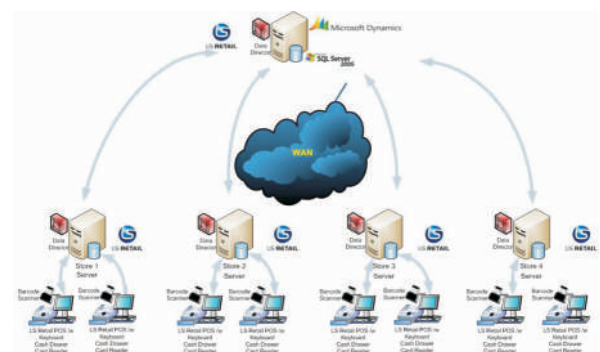
- Automated generation of TO through simply scanning of items
- Popup for items approaching the expiry date
- Setting margin range for each item
- Auditing through scanning item
- Run more than one loyalty programme in multiple stores
- Automated Centralize purchasing, through MBQ Level. This allows you to send PO directly to vendor through email.
- Automated Centralize material transfer from warehouse to different stores through MBQ
- Selling items through FIFO
- Execution of Promotional schemes (Basket Scheme, One Plus One, By One Get One Free etc)
- Loyalty Programme: Issue Loyalty card with points on purchase of specific value, redemption of points across any where in India
- Inventory management through self generated Barcodes and Batch of the products.
- Using BOM Journal for Grocery Products
- Centralized Reporting

By setting up a Minimum Base Quantity (for each item being sold, together with the knowledge of exact positioning of each item, Doorstep was able to effectively manage their inventory along with cutting down the carrying cost of inventory substantially).

Other post implementation benefits to the organization clearly reflected in the form of **Cost reduction, Savings, Increase in product performance and Increase in Customer satisfaction.**

The LS Retail NAV Experience

- ❑ **REDUCE** total cost of ownership
- ❑ **READY** for a change in your business and customer behavior
- ❑ **INCREASE** efficiency
- ❑ **DYNAMIC** systems initiative
- ❑ **ALLOW** business transparency
- ❑ **MAKE** up-to-the minute decisions
- ❑ **FEWER** mistakes
- ❑ **OPTIMIZE** your purchase
- ❑ **IMPROVE** your merchandising
- ❑ **INCREASE** stability, resilience and speed





RCS Global Ltd., the group company of Rama Group, **founded in 2007** with 25+ professional working on different technologies across the Globe. RCS Global Ltd. is Focused on challenges related to Enterprise Applications and new technologies. Headquartered at New Delhi. It extends support to its clients with its Branch office's at Kanpur, Mumbai. Their client base extends to regions such as Singapore, Middle East, Cyprus, USA, UK & across India. RCS Global Ltd. with partnership with Microsoft provides **designing, developing, supporting Microsoft Technologies services along with Microsoft Dynamics practice.** They have experienced resources with varied industry and domain knowledge in different vertical in Retail like Pharma, Grocery, Hyper Market, Super Market, Speciality Retail, Jewellery, Footwear & Apparels, Restaurants & Hospitality.

"RCS Global's commitment and expertise made this collaboration one that will contribute to the development for companies like Doorsteps within the Indian retail industry. I know we can count on their support for other expanding markets that DVS is targeting and we look forward to seeing further strength and growth for Doorsteps, with support of this scalable application and dedicated support from RCS Global."

Rakhee Nagpal
Managing Director
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WHO WE ARE

Dynamic Vertical Solutions (DVS) is a leading provider of end-to-end integrated and adaptable business management applications, for organizations of various sizes across various Industry sectors. With international solutions catering to industries varying from Retail, Hospitality to Real Estate Management, DVS brings together a portfolio of internationally proven, fully integrated business solutions.

As an organization we identify focus areas based on thorough research and a deep understanding of the needs and requirements of the industry. Consequently we select a portfolio of products based on their referenceability and long term sustainability, so that our customers need not reinvest in business applications in the future, thereby allowing them to focus on their core business using IT as a key facilitator in their growth.

The solutions we provide are based on a Microsoft Dynamics Navision platform supported through a global partner network that spans across geographies.

Our range of services, categorized under the following heads, are designed to help organizations scale in size & business, reduce total cost of ownership, increase efficiency & productivity, improve data integrity, gain better control and ensure a fast exchange of data to enable quick decision making of the highest quality.

CONSULTING | TRAINING | IMPLEMENTATION | LOCALIZATION
DEVELOPMENT | OUTSOURCING | INFRASTRUCTURE | ENTERPRISE

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