

Shafi Reso-Chem Pvt. Limited

SRC is a member of SiddiqShafi Group. With over 60 years of industrial experience, they are focused on delivering innovative and technology based solutions while maintaining its commitment to honesty & consistency. SRC leading portfolio of specialty chemicals delivers a broad range of technology based products and solutions to clients for Leather, Shoe, Textile, Adhesive, Water Treatment and Fruit Preservation. They have extensive portfolio of over 350 products.

Project Status

- Census Completed through Android App
- Benchmarking Completed through Android App
- Order Taking By Mobile App Executed in Lahore

Implementation Solution

- JYA Sales Pro - Real Time Secondary Sales and Distribution System

Secondary Sales Distribution Challenges

- No Visibility of Available stocks in Market at distribution and retail level
- No Benchmarking
- No Sales Structure
- No Routing Plans
- No Availability of planning statistics and Analysis
- No Information Technology (IT) Infrastructure

Proposed Solution

- Customized Secondary Sales Distribution System
- N-Model based distribution and retail access
- Real Time Android and Web based data gathering
- Secure 24/7 Data Center availability
- Sales and Distribution analytical reports
- SMART Dashboards
- Training of Management and Sales staff



Benefits delivered

- Restructured Sales Approach
- Established Permanent Journey Plans region wise
- Real Time Geographical Visibility of total Outlets in Pakistan
- Real Time access of Sale numbers to National Sales Managers
- Locked monthly, quarterly and yearly sale targets at salesman level
- Tensionless, secure and smooth operations of 24/7 functional Data Center
- Healthy working conditions