

Malka Foods

Malka Foods comes with a rich heritage and deep roots. Malka the queen of Taste promises the premium quality and authentic taste. It has a diverse product portfolio that includes authentic recipe mixes made to perfection to keep the traditional value and taste of the recipe intact, plain spices picked and treated under great vigilance to provide their customers finest range of plain spices, packaged whole spices and premium dry fruit range available in different SKUs to serve various segments of the target market. Their wide range of food products also include good quality lentils carefully packed along with an additional spice mix for the convenience of their valued consumer ,they offer ketchup which they believe to have a better taste and quality from the current market players in this catagory , they also have mayonnaise and premium rice in their product line. They aim to make the premium affordable and quality reachable.

Project Status

- Sales Hierarchy Completed
- Pre Sell Process is in Implementation



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 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
- Real Time Geographical Visibility of total Outlets in Pakistan
- Real Time Geographical Visibility of Order booker outlet visits
- 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