

Sufi Group

From a newly born initiative to manufacture soap in 1952 on manual production line to the newly launched range of frozen food products, the Sufi Group has been standing strong and consistent, evolving the quality of life for millions and sharing lives together with the best quality products.

Sufi is proud to achieve leadership strata in the industry with 11 major business units working on the same principles of determination, hard work and strict adherence to maintaining world class quality and trust. With over 2000 employees, the Sufi Group of Companies serves a broad selection of products in industries like Homecare, personal care, Food and beverage.

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 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 saleman level
- Tensionless, secure and smooth operations of 24/7 functional Data Center
- Healthy working conditions