

MOBIORG . COM

Interactive Retail Order Management

– *distributor sales department automation*

Moscow,
2020

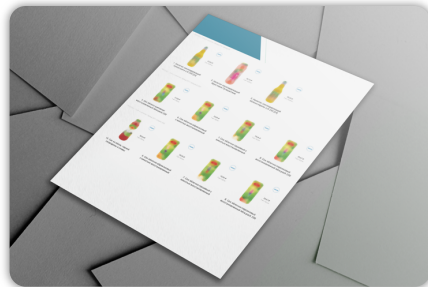
The Problem

Distributor sales representatives often use product brochures and flyers, printed price lists, and other paper-based materials to receive a retail store order. Information in printed materials quickly becomes outdated, which requires additional expenses for the production of a new one.

The sales representative takes an order manually from the store during a personal visit or by phone, and then sends it by email to the sales department of the distribution company. This can lead to delays in the execution of the order, as sometimes it does not correspond to the actual warehouse stock of goods.

Sales rep provides a store with special rates and discounts after receiving additional approval from the supervisor or the head of the sales department, which also can lead to delays in order processing. Sales rep, being at a retail outlet, does not have actual information on the previous orders, the status of their execution, payments made and debts, which does not allow him to negotiate competently with the store, defend the interests of the distribution company and achieve the growth of the efficiency of this sales channel.

Supervisors and the head of sales cannot control the actual schedule of visits to stores by sales representatives, do not receive and cannot analyze real-time order statistics. Supervisors can set specific daily, weekly, monthly sales and promotion targets and request progress reports during regular sales representatives' general meetings or in person with each sales representative.



Our offer

Interactive Retail Order Management – Mobiorg cloud solution for automating the work of the sales department of the distributor company.

Solution modules:

- **Interactive Product Catalog**
with photos, descriptions, warehouse stocks, prices
- **Sales Representative Work Planner**
work planning, time recording and geotracking of sales representatives visits
- **Retail Order Management**
 - *taking an order in the mobile app*
 - *generating a commercial offer in the mobile app*
 - *taking an order in the web app*
- **Trade Promotion Management**
prompt notification of sales representatives about promotions, new products, special tasks
- **Commercial Analytics**
developing a data-driven distribution strategy

Interactive Product Catalog

The module allows a sales rep to demonstrate full-size product images, detailed descriptions of the products offered and the terms of their delivery on his mobile device during his visit to a store.

To prepare a commercial offer to a store sales rep can group and sort products by brands, seasons of the year, level of prices, types of promotions, actual stocks of goods, popularity among other retail outlets, sales in previous periods and other criteria.

Интерактивный каталог СОК

РОЗНИЦА / Соки и напитки / Бренд 257 / tetra-pack 200

Сок мультифруктовый восстановленный tetra-pack 200 [27] 19,31 Р Тариф 1 1 шт / 0,2 шт. остаток: 17, шт. размер: 10, шт. св. ост.: 87, шт.

Сок яблоко-черная смородина восстановленный tetra-pack 200 [27] 20,58 Р Тариф 1 1 шт / 0,2 шт. остаток: 120, шт. размер: 10, шт. св. ост.: 110, шт.

Сок яблоко-шиповник восстановленный tetra-pack 200 [27] 21,08 Р Тариф 1 1 шт / 0,2 шт. остаток: 1 686, шт. размер: 100, шт. св. ост.: 1 586, шт.

Сок яблоко-абрикосовый с мякотью восстановленный tetra-pack 200 [27] 20,59 Р Тариф 1 1 шт / 0,2 шт. остаток: 230, шт. размер: 10, шт. св. ост.: 210, шт.

Сок яблоко-виноградный восстановленный tetra-pack 200 [27] 19,44 Р Тариф 1 1 шт / 0,2 шт. остаток: 1 805, шт. размер: 100, шт. св. ост.: 1 705, шт.

Сок мультифруктовый восстановленный tetra-pack 200 [27] 20,62 Р Тариф 1 1 шт / 0,2 шт. остаток: 945, шт. размер: 75, шт. св. ост.: 870, шт.

Сок яблоко-вишневый восстановленный tetra-pack 200 [27] 20,66 Р Тариф 1 1 шт / 0,2 шт. остаток: 1 528, шт. размер: 100, шт. св. ост.: 1 428, шт.

Сок яблоко-грушевый восстановленный tetra-pack 200 [27] 20,66 Р Тариф 1 1 шт / 0,2 шт. остаток: 1 493, шт. размер: 100, шт. св. ост.: 1 393, шт.

Сок яблоко-персиковый восстановленный tetra-pack 200 [27] 20,67 Р Тариф 1 1 шт / 0,2 шт. остаток: 2 047, шт. размер: 150, шт. св. ост.: 1 917, шт.

Сок яблочный из зеленых яблок восстановленный tetra-pack 200 [27] 19,30 Р Тариф 1 1 шт / 0,2 шт. остаток: 23, шт. размер: 10, шт. св. ост.: 13, шт.

Сок яблочный прямого отжима с мякотью tetra-pack 200 [27] 20,07 Р Тариф 5 1 шт / 0,2 шт. остаток: 500, шт. размер: 20, шт. св. ост.: 482, шт.

20 48Р (Акционная листовка 6)
20 33Р (Акционная листовка 3)
20 32Р (Акционная листовка 2)
20 07Р (Тариф 5)
19 57Р (Акционная листовка 5)
19 56Р (Акционная листовка 4)
19 41Р (Акция от бренда)
18 34Р (Акция от бренда)

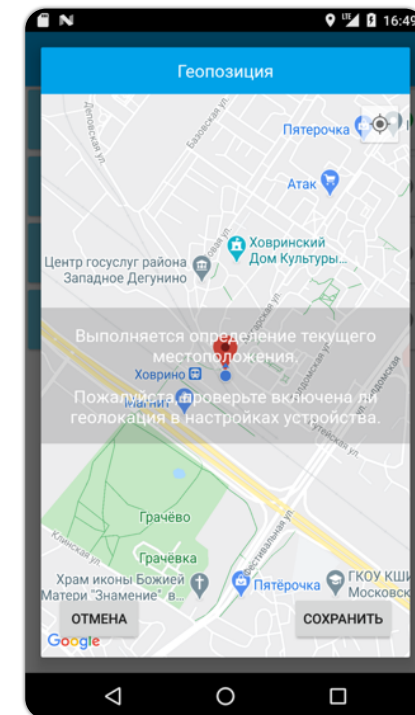
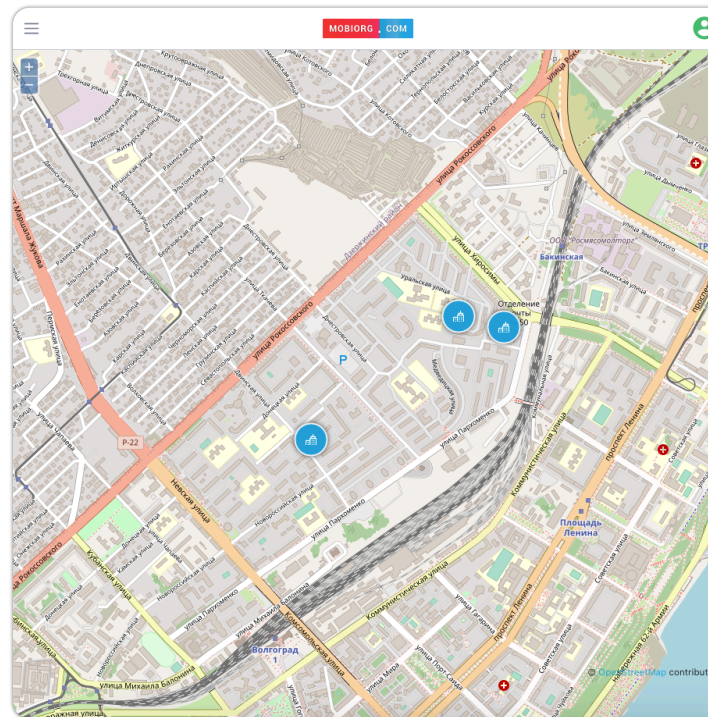
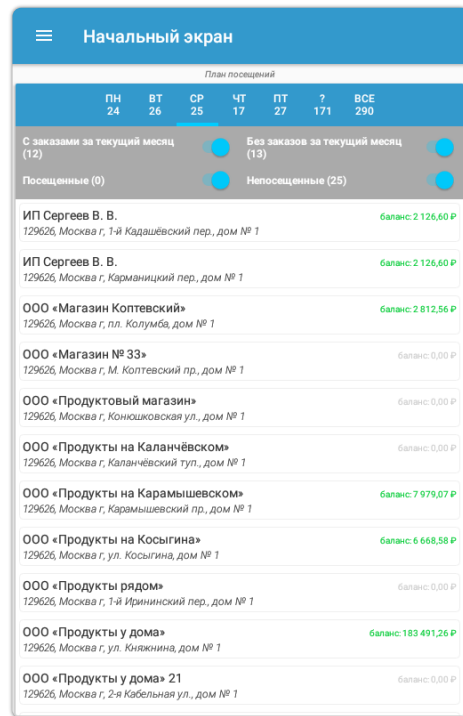
Сок яблочный прямого отжима с мякотью tetra-pack 200 [27] Страна: Россия
Бренд: Бренд А43
Палка 1С: РОЗНИЦА / Соки и напитки / Бренд 257 / tetra-pack 200
Базовая ед. изм.: 1 шт
Ед. изм. мест: 1 уп. / 27 шт
Ед. хранения остатков: 1 шт / 1 шт

OK

Sales Representative Work Planner

The module allows supervisors to assign, plan and control visits to stores by sales representatives on daily basis.

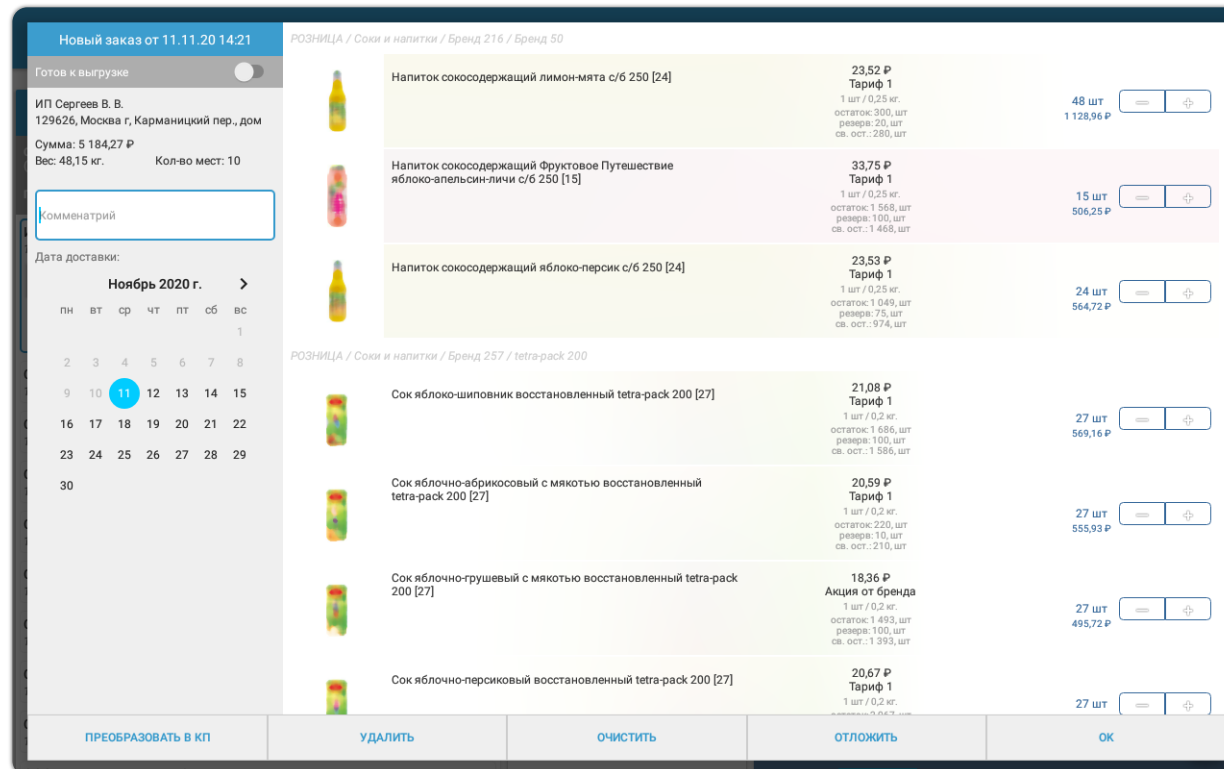
Sales representative verifies his store visit by marking his geo position on the map in the mobile app. The supervisors receive real time reports from all sales representatives during the working day.



Retail Order Management

taking an order in the mobile app

The module allows a sales rep to place an order while visiting the store. A sales rep has the ability to select different rates and delivery terms in the mobile app, automatically check warehouse stocks and product bookings, request approval of special discounts and payment terms from the supervisor, and place an order with the sales department of the distributor company in the real time.



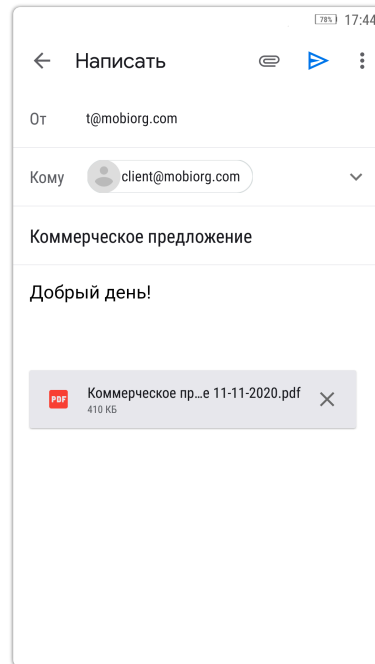
Retail Order Management

generating commercial offer in the mobile app

The module allows a sales rep to produce and send a commercial offer to the store for further negotiations.

In this case, an electronic document is unloaded in PDF format for further sending it by e-mail or messenger.

Each uploaded commercial offer is saved in the cloud archive with the ability to quickly make an order and track the conversion.



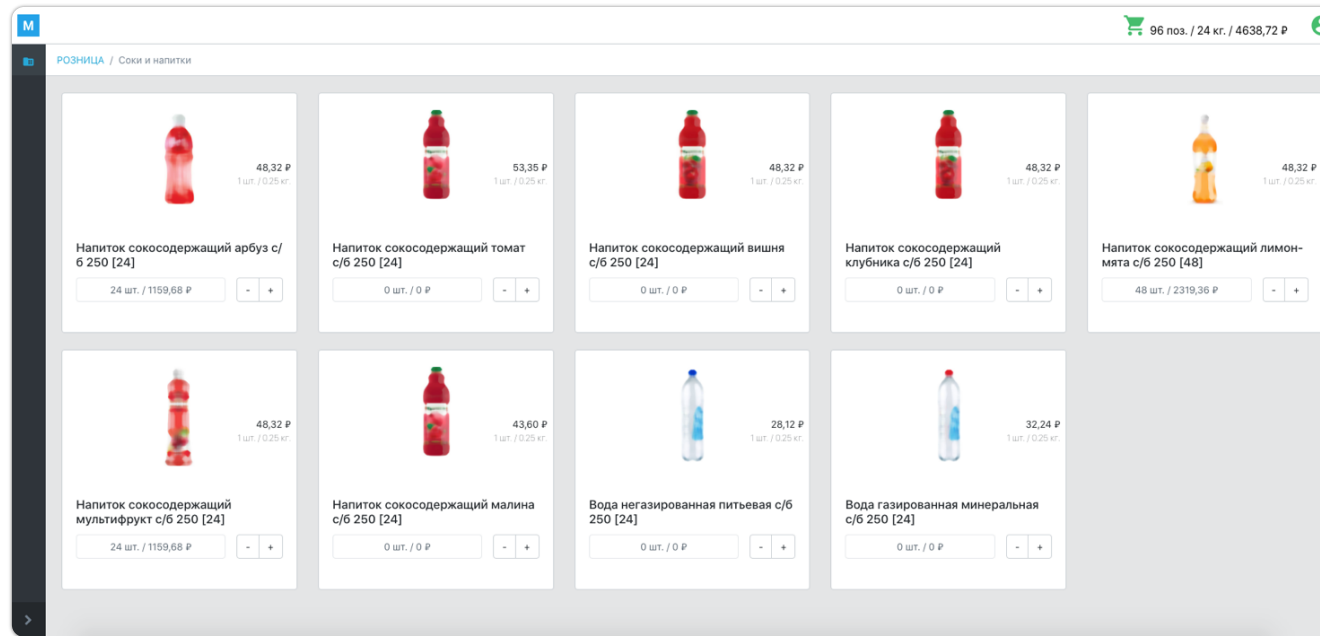
Retail Order Management

taking order in the web app

The module allows a store to access the interactive catalog in the web app through the personal account, place an order and track its progress.

Distributor company has the opportunity to apply an individual system of discounts and rates, based on the sales records in a certain retail outlet.

In the web app a store can place a requests for individual discounts and rates, make the changes in delivery terms and inform the distributor about problems with the implementation of current orders.



Trade Promotion Management

The module allows the distributor company to launch the promotional actions, highlight products of the day and new items in the interactive product catalog, set priority sales goals for sales representatives by brands, product categories and single items.



АКЦИЯ

40,50 Р
Тариф 4
1 шт / 0,3 кг.

остаток: 816, шт
резерв: 50, шт
св. ост.: 766, шт

Сок томатный с морской солью с/б 300 [20]

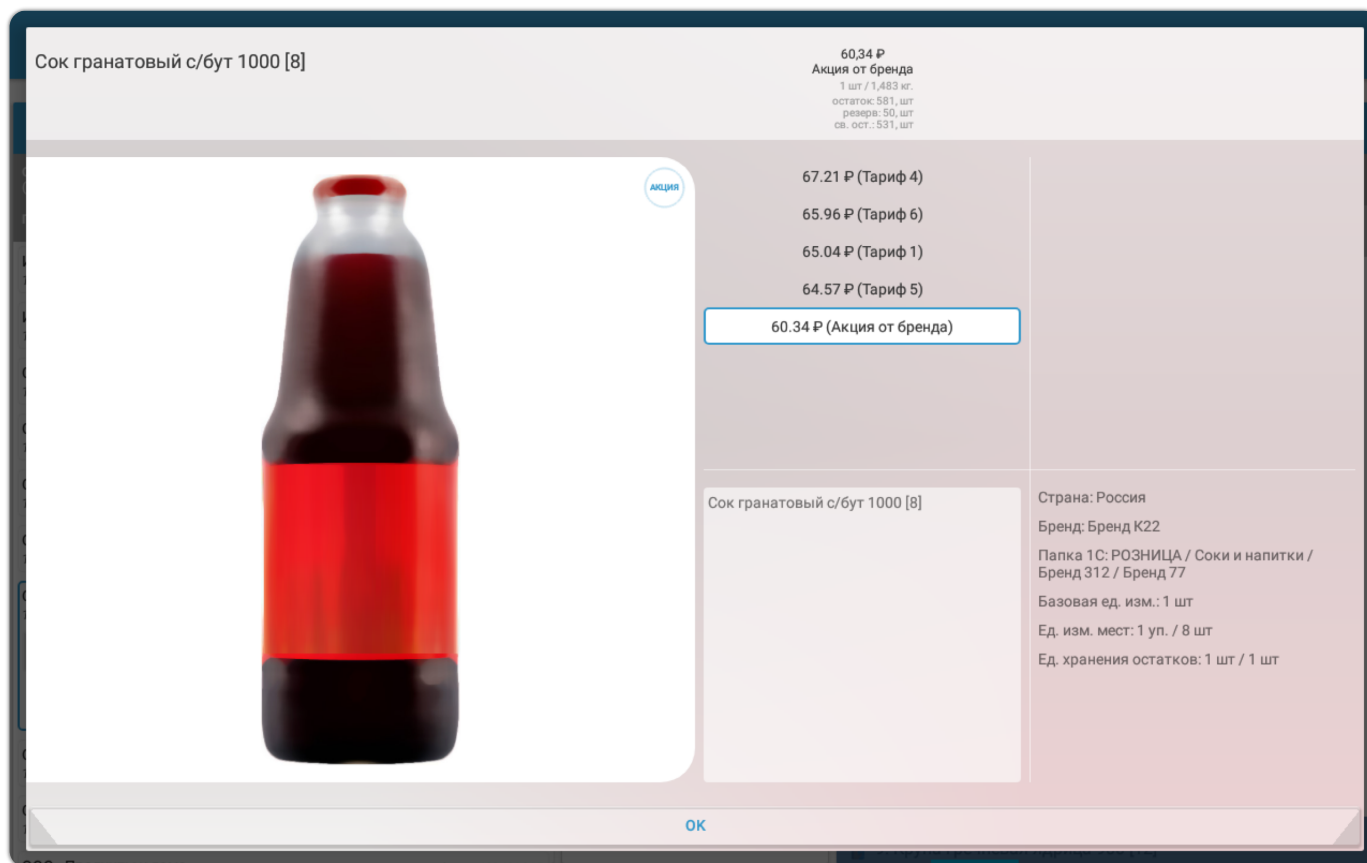


АКЦИЯ

73,14 Р
Тариф 4
1 шт / 0,75 кг.

остаток: 712, шт
резерв: 50, шт
св. ост.: 662, шт

Нектар морковно-яблочно-персиковый с/б 750 [9]



Сок гранатовый с/бут 1000 [8]

60,34 Р
Акция от бренда
1 шт / 1,483 кг.
остаток: 581, шт
резерв: 50, шт
св. ост.: 531, шт

АКЦИЯ

67.21 Р (Тариф 4)
65.96 Р (Тариф 6)
65.04 Р (Тариф 1)
64.57 Р (Тариф 5)
60.34 Р (Акция от бренда)

Сок гранатовый с/бут 1000 [8]

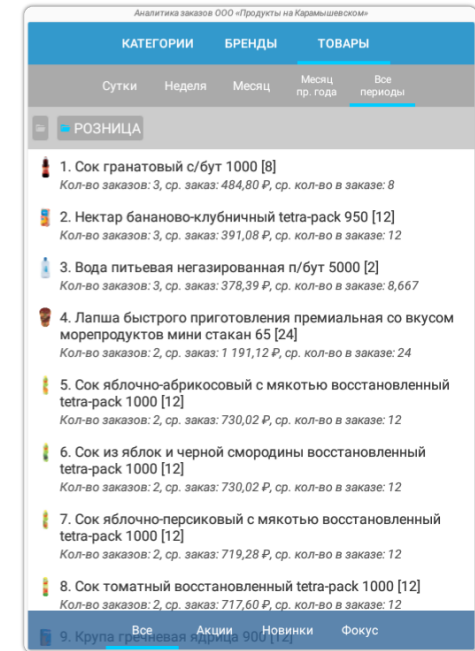
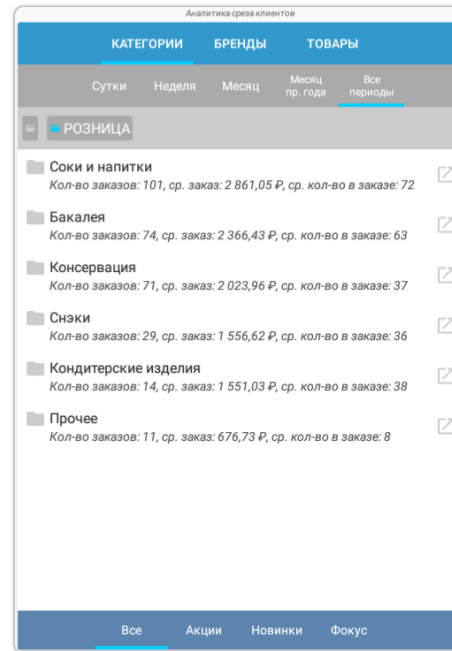
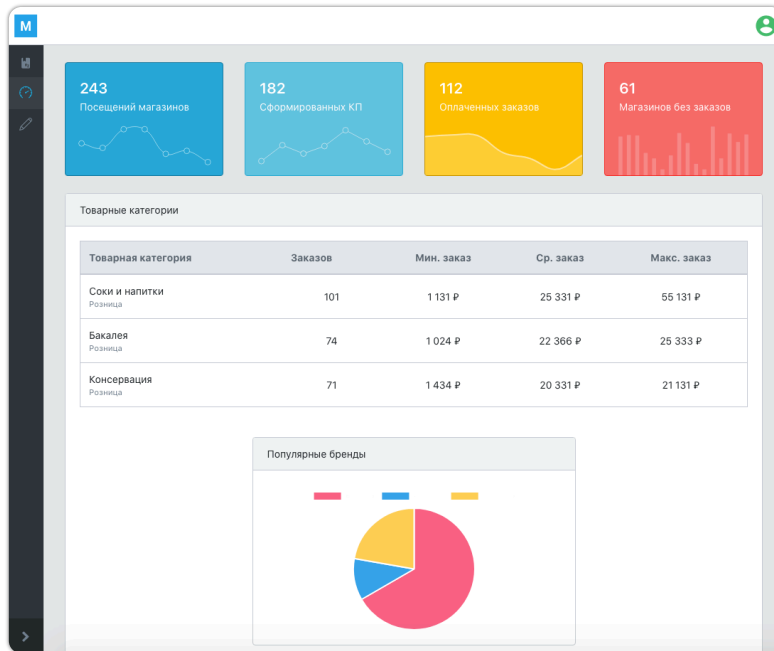
Страна: Россия
Бренд: Бренд K22
Папка 1С: РОЗНИЦА / Соки и напитки / Бренд 312 / Бренд 77
Базовая ед. изм.: 1 шт
Ед. изм. мест: 1 уп. / 8 шт
Ед. хранения остатков: 1 шт / 1 шт

OK

Commercial Analytics

The module helps the distributor company to analyze sales statistics and evaluate the productivity of the various retail channels, to compare the profitability of individual product categories and groups, and to check the performance indicators for all retail outlets and individual sales representatives.

Thanks to automatic order processing by day of the week, month, season, year, store and product range, sales department can generate lists of the most popular product categories, brands and individual items for all stores and for specific retail outlets. These data can form a solid basis for making operational business decisions and developing effective distribution strategy.



Pricing

Number of Users:	5	6 – 15	16 – 25	26 – 35	36 – 50	> 50
Per User / Per Month	\$15	\$12	\$10	\$8	\$7	On Request
Cloud Archive	1 GB	2 GB	3 GB	4 GB	5 GB	
Interactive Product Catalog	+	+	+	+	+	+
Taking Order in the mobile app	+	+	+	+	+	+
Generation a commercial offer in the mobile app	—	+	+	+	+	+
Taking an order in the web app	On Request					
Sales Rep Work Planner	—	+	+	+	+	+
Trade Promo Management	—	—	+	+	+	+
Commercial Analytics	—	—	—	—	+	+

Contacts

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We are ready to consult, make a demonstration
and provide test access at your request.

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