Retail Business Suite

Overview:

Mindfire Solutions has been the technical development partner of the client in developing a number of software products and add-ons. The client provides customized business solutions to serve the varied needs of businesses in retail. The products/add-ons are aimed at providing strong informational infrastructures to enable companies to improve their workflows and in turn run their businesses better. As the software development partner, the team at Mindfire has contributed towards developing the products and add-ons from scratch, upgrading them from time-to-time and customizing solutions to serve the varied needs of the customers. The products can be hosted either on the local server or the cloud with access to data made available on-the-move on desktops, laptops, tabs & smartphones.

Client details:

Name: Confidential   **Type**: Retail Solution provider   **Location:** USA

Technologies:

FilerMaker , PHP

Type of retail customers served:

- Fashion and apparel
- Furniture
- Skincare
- Gift shops
- Specialty Retail
- Brewery
- Department store
- Sports merchandise
- Bakery

Benefits:

For retailers, having the key parts of their businesses connected has become a necessity. Besides offering synergy, integration of various functions has become the foundation on which execution of their omnichannel strategies in hinged. The team at Mindfire, comprising of certified technical experts, has the experience of developing such solutions for the client for retail setups of varied types. Since the concerns of each setup are unique, solutions are customized everytime to serve their exact needs. Dashboards and performance charts, which are part of the solutions offered, also help key stakeholders in these setups to get a quick and thorough understanding of their business performance at any point in time. All of these things have essentially contributed towards enhancing the effectiveness and efficiency of their businesses. Also, getting access to data anytime and anywhere offers a different dimension to the way businesses can be run and grown.

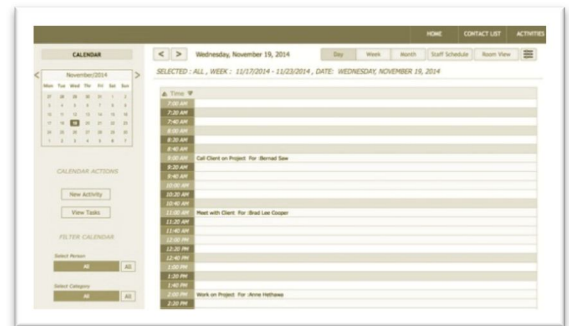Diagrammatic representation of integration of business processes in a retail setup

PRODUCTS

Retails setups looking to integrate key functions of their businesses can identify and custom implement the relevant products. It will enable their businesses to become highly effective and efficient.

Product Type: Business Management Tool

Primary Function: Solve problems related to processes of small retail businesses

Summary: The product enables small businesses to build bridges, for information exchange, between different functional areas and draw the benefits arising out of the resulting synergy. This tool provides an apt solution to move out of the grind which organizations operating in siloes have to go through. Essentially it makes it possible for varied business processes to flow together. Operations in each of the functional areas are also handled better as a consequence of using this tool. Click of a few buttons enables the users to identify and respond to areas which need their immediate attention. There is also complete relief from the lengthy process of having to sift through large amount of data. The product is very flexible and can be customized to meet the exact needs of businesses.

Following gives a quick insight about benefits drawn in the corresponding functional areas:

- Contact Management : Manage Contacts efficiently, handle complexity of contact details, CRM
- Product Inventory : Manage inventory, Increase profitability, Build multi-levels BOMs
- Sales management : Set-up custom pricing structures, built-in Sales Automation, better tracking
- Fulfillment Shipping : Automate shipping and fulfillment process, better tracking & processing
- Purchasing : Build POs fast, Make better purchase decisions, Forecast purchase
- Accounting : Manage receivables, payables, cash flow, business finance effectively
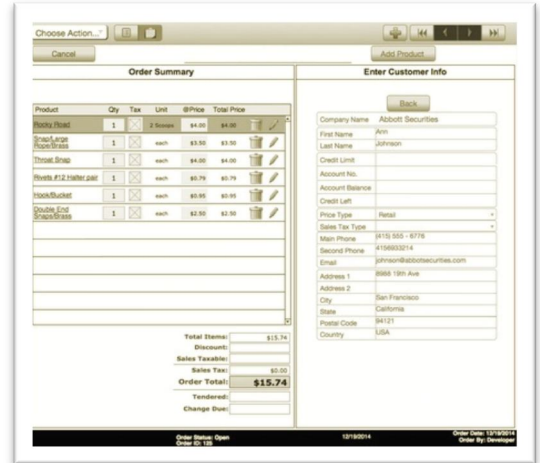- E-Commerce : Upload product & inventory data, download orders, manage efficiently

Product Type: Fully customizable POS System

Primary Function: Portable POS which offers high level of convenience and capabilities

Summary: The product is a robust POS which can work anywhere and has the ability to integrate with inventory management and accounting. It is extremely easy-to-use, customizable and can be used across multiple stores. The products works on Windows, Mac and iPad. Features include the following

- Bar code scanning / easy entry of items
- Dynamically Customizable Touchscreen
- Flexible setup options
- Sales tool and product catalogue
- CRM : capture email, phone, address,
- Easy Checkout and Payment processing
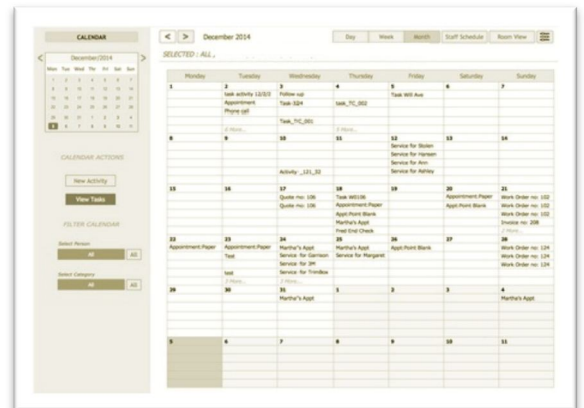- Fast credit card processing

Product Type: Equipment Rental Management Software

Primary Function: Software to ease the process of managing equipment rentals

Summary: The product offers a host of features to handle all the activities, including staff management, pertaining to equipment renting. The software runs on MAC and Windows. Details of the features available are as follows :

- Checking for Equipment availability
- Enable quick compilation of Job Quotes and Contracts
- Convenient Checking In and Out of Equipment
- Efficient assigning of Staff to Jobs
- Ability to view Jobs on Rental Calendar
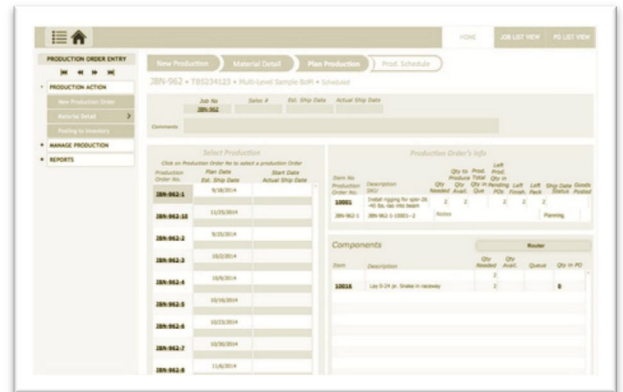- Manage Tasks with Job Dashboard

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- Manage efficient loading of trucks

Product Type: Manufacturing process management

Primary Function: Handle the complexities of the processes involved in manufacturing

Summary: The product makes it possible to bring in a lot of precision and certainty in the manner in which the production processes get scheduled and tracked. It enables the users to get a better control over complex events and infuse a high degree of efficiency in the system. Features available in the product are as follows:

- Provision to build and revise multi-level BoMs fast
- Manage BOM cost and subsequent pricing
- Automate creation of Purchase Orders
- Automate creation and scheduling of Production Orders
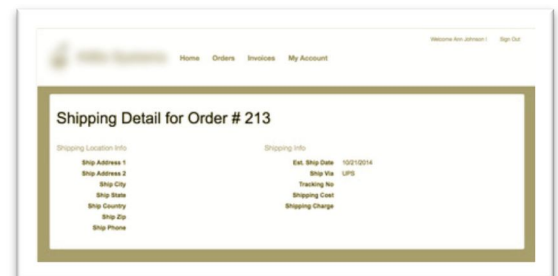- Effective management of the Production Process

ADD-ONs

Driven by the needs of the retail consumers, the team at Mindfire has developed additional features and functionalities for their solutions. A couple of such add-ons have a very high demand.

Add-on Type: Customer Portal

Primary Function: Develop a better relationship with customers

Summary: The primary aim of this add-on is to offer features so as to enable sellers to forge strong relationships with their customers. Building on a base of loyal customers generally leads to long term benefits. The add-on puts the customers at the center, offering them unique secure ids and making it possible for them to order, reorder, track their shipping in a very convenient way. Features available are as follows:

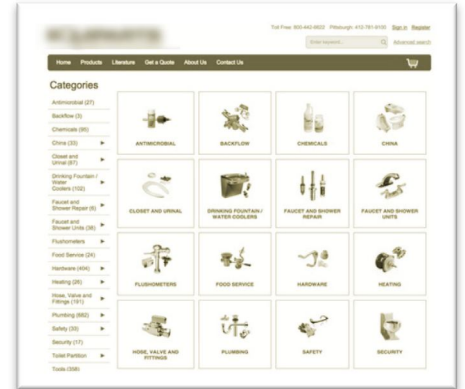- Generate Secure Login
- Create Orders
- Create Reorders

- View Shipping Info
- Pay Bill

Add-on Type: eCommerce

Primary Function: Increase sales through web

Summary: This add-on allows sellers to integrate to any shopping cart of their choice. A custom version of X-Cart based shopping cart is also made available for them. The add-on serves as an excellent enabler to make use of the web in order to drive sales. The integration not only saves time and effort but also enables the sellers to process sales faster and easier. Features include the following:

- Provision to upload product and inventory data to the shopping cart
- Provision to download Web Orders to Sales module
- Manage eCommerce efficiently and effectively