



# Case Study: UCAN Farmyards P Ltd

*How UCAN's farmyards P Ltd improved their Operational Efficiency & Better control over Retail and Institutional supplies:*

## COMPANY PROFILE

M/s. Ucan Farmyards Private Limited was formed in the year 2004, the prime supplier of meat to many Star Hotels and giant retailers like Spencers, Reliance and so on. After realizing the potential of Retail meat business and its allied activities, planned to start their own Retail outlets in Chennai and Bangalore .The factory at Gudur Mandal, Nellore District is the only private abattoir anywhere close to Chennai.

## BUSINESS CHALLENGE

UCAN was running an accounting application in their factory, warehouses and at Head office. Control over suppliers and its Retail outlets operations from Head office is the major challenge since outlets are geographically spread across southern India, also suppliers are from different locations. Customer retention, Quick sales and delivery is an another challenge with the existing application. Taking inventory over demand and stock, day to day reports of sales, order and purchase, logistics from warehouses to various delivery points are also a tougher challenge in their operations.

## BUSINESS SOLUTION

Altech Star's iRetail, with its superior features to overcome their challenges particularly with our Basic Customer Relationship module. iRetail enables UCAN to take prompt decision on replenishment of the meat goods at the outlets and enacting the delivery to the outlets directly from the suppliers . At the outlets iRetail POS enables quick sales, delivery & customer retention with its POS functionalities like Pole Display, Card Swiping incorporated.

The application has been implemented with weighing scale integrated, handles frequent fluctuations in the meat price, data

synchronization between Head office and Retail outlets, centralization of its customer data.

iRetail ensures UCAN to have tighter control over on its Suppliers, Retail outlets, Customers and their Clients . iRetail solution designed so as to handle as many as outlets when the business of UCAN grows in years.

iRetail allows planning of product despatches based on the orders and logistics available with its available Reports.

## BENEFITS FOR UCAN

Server based architecture allows the application being integrated different modules like sales, purchase, inventory, warehouse, CRM and accounts implemented as a common platform for outlets, warehouses, factory and head office. Thus the data synchronization issues in the present system are eliminated.

Up-to-the-minute Inventory, Accounts and Quality monitoring can be done from the Head Office itself.

Retail Business Efficiency improved with huge customer base by supplying Quality meat to the right quantity and deliver at right outlet in time.

The system is highly scalable and delivers yearly reports in minutes, frequent fluctuation of price changing of product also handled.

## PROJECT HIGHLIGHTS

- Team resident Onsite to guide the customer through the transition in a smooth manner in their Retail operations.
- Application rolled out gradually from Head office to individual outlets, warehouses etc. with sufficient training to the naïve users.



*iRetail for UCANs Farmyards P Ltd*