



MPS Group kick-starts retail business – ties up with Alletec for ERP solution



“Alletec delivered a solution that made our retail business organized right from day one. It has not only enabled us to operate cost effectively but also made actionable information accessible on demand.”

Ayan Roy
Process Head - IT
MPS Group

Highlights

MPS Group – a large conglomerate with operations spanning diverse lines of business– was planning to venture into the retail industry.

Already acquainted with the nuances of starting and running several businesses, the management at MPS envisaged the need for a retail solution, right from day one, to ensure smooth and efficient operations at MPS Retail & Fast Food.

Alletec had, in the recent past, met other IT service related needs of MPS – helping the latter overcome performance issues. This alone gave the top management at MPS the confidence to turn to Alletec yet again.

The tie-up not only gave MPS a solution – LS Retail – up and running from day one of their setup, but also resulted into an enduring & valuable association for both.

Business Situation

The MPS group was in a phase of strategic expansion with plans to launch a retail store chain – MPS Retail & Fast Food. The management foresaw the challenges likely to surface in the absence of a suitable retail solution. These included:

- Inability to track stock position & sales statistics at store level
- Non utilization of shelf data in performing demand analysis and forecasting – hindering ideation of effective discount schemes
- Unnecessary lag in stock replenishment due to time-taking manual practice
- Unavailability of centralized operations data at Head Office (HO) deterring the decision making ability of the top management

Likelihood of typical retail business issues and the need for sustenance made a robust, scalable and flexible retail solution a prerequisite.

Alletec Business Solution

Alletec recommended LS Retail NAV to be implemented at MPS Retail & Fast Food – supporting both online & offline mode of operations. A customized template was also created to manage store seasonal discounts & schemes. MPS Loyalty card was programmed and configured into the system universally – allowing customers to redeem the points earned at any store irrespective of the source of points accumulated.

Benefits

At MPS Retail & Fast Food, the need for an ERP was recognized well in advance. This minimized operational challenges right from the onset and delivered a range of business benefits including:

- Real-time visibility of stock position at store & HO level
- Easy tracking of seasonal demand that led to better scheme decisions and higher sales
- Centralized control over store operations with availability of stock, sales, purchase and customer data at HO
- Real time data flow between HO, store and POS eliminating duplication of efforts
- Online requisition and replenishment procedures reduced stocking time
- Higher customer affinity with Loyalty card and store schemes

“We are extremely satisfied with the advanced POS system – its easy-to-use interface keeps billing time to a bare minimum and enables hourly sales tracking. An integrated Loyalty Card Program built by Alletec team has helped maintain customer affinity.”

Souvik Roy
Sr. Functional Executive
MPS



Results

- Well managed retail business
- Informed decision making
- Controlled store operations
- Effortless MIS reporting on a weekly/monthly basis
- Rewarding repurchase frequency
- Store-wise performance reporting & profitability tracking