



Productivity efficient



Time efficient



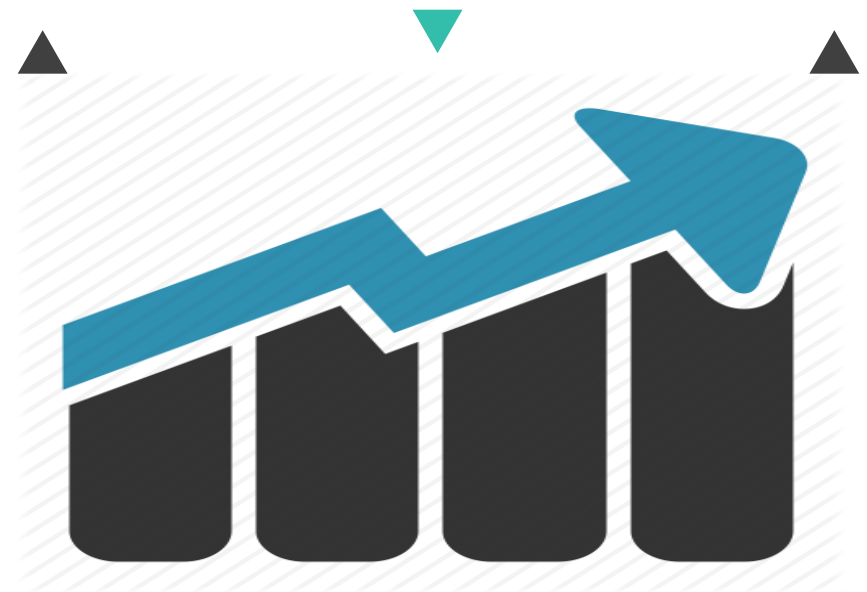
Cost efficient

The upcoming solution  
will bring

Yearly Increase worth up to

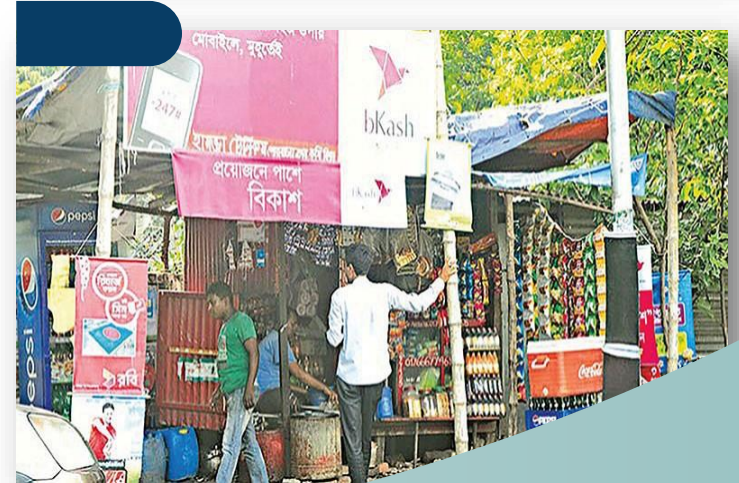
**BDT 51 lakh**

Per 100 employees



# Common Scenario in BD Retail Channel

- ❑ Densely populated customer base.
- ❑ Mainly small and micro level retailers; large retailers concentrated in major cities only.
- ❑ Huge retail networks, up till remote rural regions.
- ❑ Distribution activities and secondary sales order collection done through pen and paper based system; little or no automation.



# Operation Full of Challenges for Distribution Team





Top Management

National Sales  
Manager



Middle Management

Regional  
Manager/ Area  
Manager

Distributor



Front liners

Sales Rep

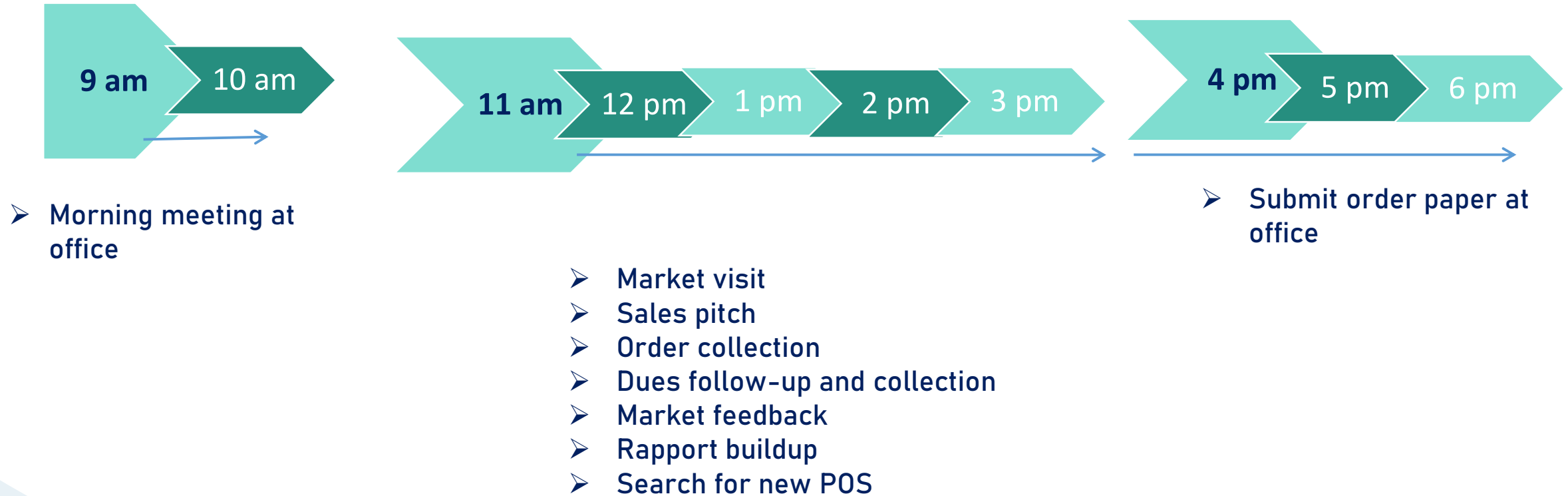
Marketing  
Rep

Delivery Rep

# Generic Structure of Sales and Distribution Team



# Daily Routine of a Sales Representative



# Challenges of Daily Routine of a Sales Representative

## Order Collection

1. Collects order in Pen and paper
2. Possibility of Human Error.

## Known Outlets

1. Spend 2-15 minutes
2. Collect order
3. Product Pitching

## Unknown Outlets

1. Spends 20-30 minutes
2. Rapport Buildup
3. Product Pitching
4. Negotiation



## Time Consumption

Up to 60% time spent on

1. Writing Vouchers
2. Showing Product Pictures

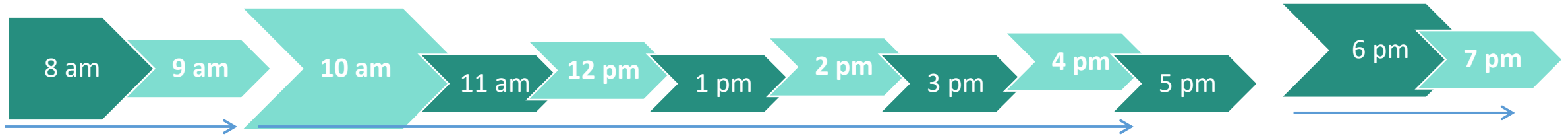
## Early Leave

1. Leaves market early
2. Potential opportunity lost

## Reconciliation

1. Spends ~ 2 hrs daily to reconcile daily sales for reporting

# Daily Routine of Sales Manager



1. Route plan preparation
2. Daily target preparation
3. Morning meeting

1. Prepare sales report and share with management
2. Ensure inventory availability at dealer points
3. Ensure on time product delivery at POS
4. Regularly call field force members to check activity
5. Often Visit market to validate market information

1. Collect and compile sales orders from sales members

# Challenges of Daily Routine of a Sales Manager

## No real Time Sales Data

1. Manually Counting and report sales orders
2. Daily ~2 hrs spent on collecting & reporting data
3. Possibility of human error

## Inventory Counting

1. No real time inventory tracking at dealer/distributor level

## Communication Cost

1. Make average 2 or 3 call per SR everyday
2. ~ Tk. 80 spent to keep track of an SR monthly.



## Market Visibility

1. No real time Market visibility

## Data & Reports

1. Inaccurate reporting
2. Data missing with each SR turnover



# Challenges Observed in Higher Management

## Unable to make timely Decision

- I. Manual report generation process, no on-demand reports
- II. High lead time to receive strategic and operational reports



## High Administrative Cost

- I. Paper cost
- II. Clerical cost
- III. Paper storage cost
  - i. Cost of cabinets
  - ii. Spaces used by cabinets
  - iii. Store room for archiving papers



The Solution For All the  
challenges...



# Sokrio

The Automated Distribution Management System



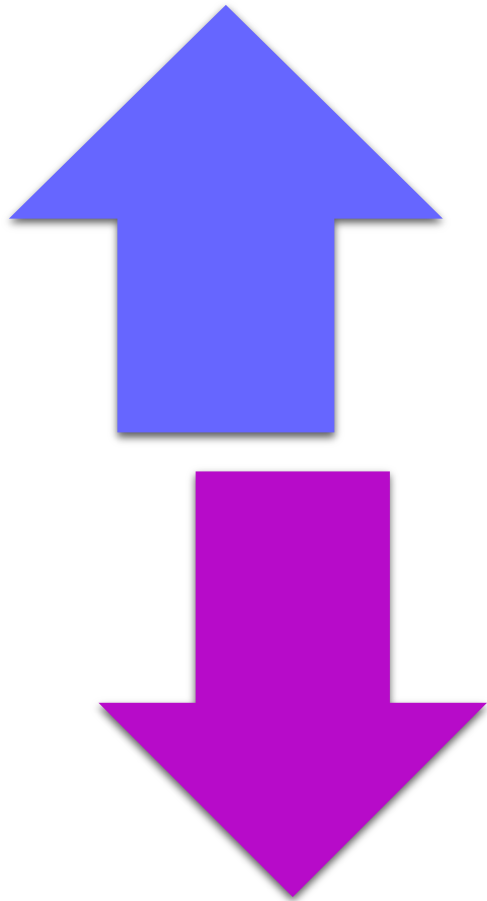
**“A product with better distribution will always win over a superior product with poor distribution or customer access. It’s not fair. It’s not right. But it’s reality!”**

**Stephen Davis**  
Managing Director,  
CXO Advisory Group





# What Sokrio DMS Will Deliver



## Increase

- Cash flow and revenue

1. Faster product delivery and billing
2. Ensuring right product at the right place at the right time
3. Exact Demand analysis and market insight
4. Cross selling and up selling opportunity in the existing channel points
5. Help to establish newer channel points
6. More targeted and management focused dues collection

- Process Efficiency

1. More objective reward and recognition to motivate employee performance
2. Higher ability to perform 'duty of care' to your employees
3. More specific and relevant information dissemination
4. Real time reporting and market feedback

## Decrease

- Operational Expenses

1. Optimum utilization of physical storage space
2. Eliminating paperwork
3. Accurately tracking working hours and overtime
4. Route planning and remote reporting
5. Less ad hoc communication
6. Reduced fabricated activity report from field force

# Reduces Challenges in Distribution

Up to **25% work hour reduction** for field executives and supervisors



Up to **70% reduction** in order taking time

Up to **50% accountability increase** in work hour for field executives



Up to **24 hours saving** to compile and report sales

Up to **100% Paper forms reduction**



Up to **80% reduction** in mobile communication cost of field supervisors

Up to **8 hours saving** to submit sales order



Up to **24 hours reduction** in product Delivery Lead time

# The Key Utilities of Sokrio DMS



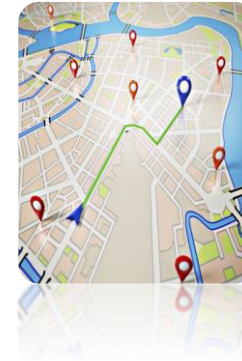
Automated order and payment collection, product delivery process



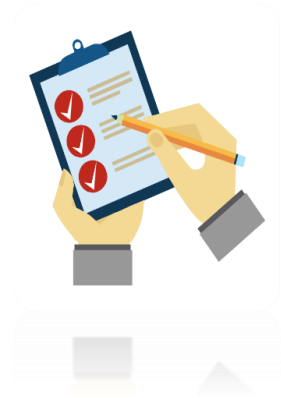
Employee tracking and outlet visit report



Primary and secondary sales inventory tracking



Visit route planning & Monitoring



Unlimited Product Upload



Live dashboard and instant report up to individual level



Outlet virtual inspection



Trade Promotion Management

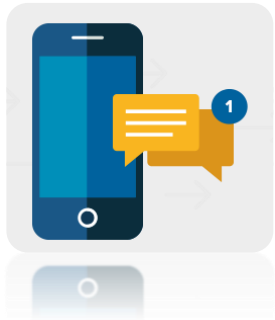


Call Centre Support



Worldwide Access

# Sokrio DMS Unique Features



SMS  
notification



Proximity  
based  
Store  
sorting

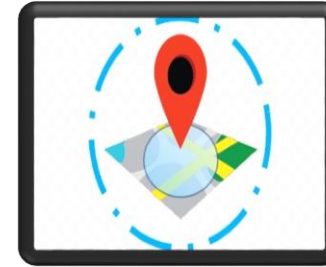


GPS strength  
Notification

Easier for Sales Reps to  
operate



Proximity  
based  
check-in



Geo- Fence



Mobile battery  
strength  
notification

More Accountability from Field  
Sales Team



# Sokrio DMS Unique Features



2 Factor authentication



IMEI lock for security

**Stronger Security**



Offline Selfie  
Check in



Offline Order  
collection

**Suddenly out of  
Internet Reach? No  
problem...**

# Sokrio DMS Unique Features



Top Invoice



Top Collection



Top Check-in

**Performance Gamification  
for Sales Team**



Invoice history



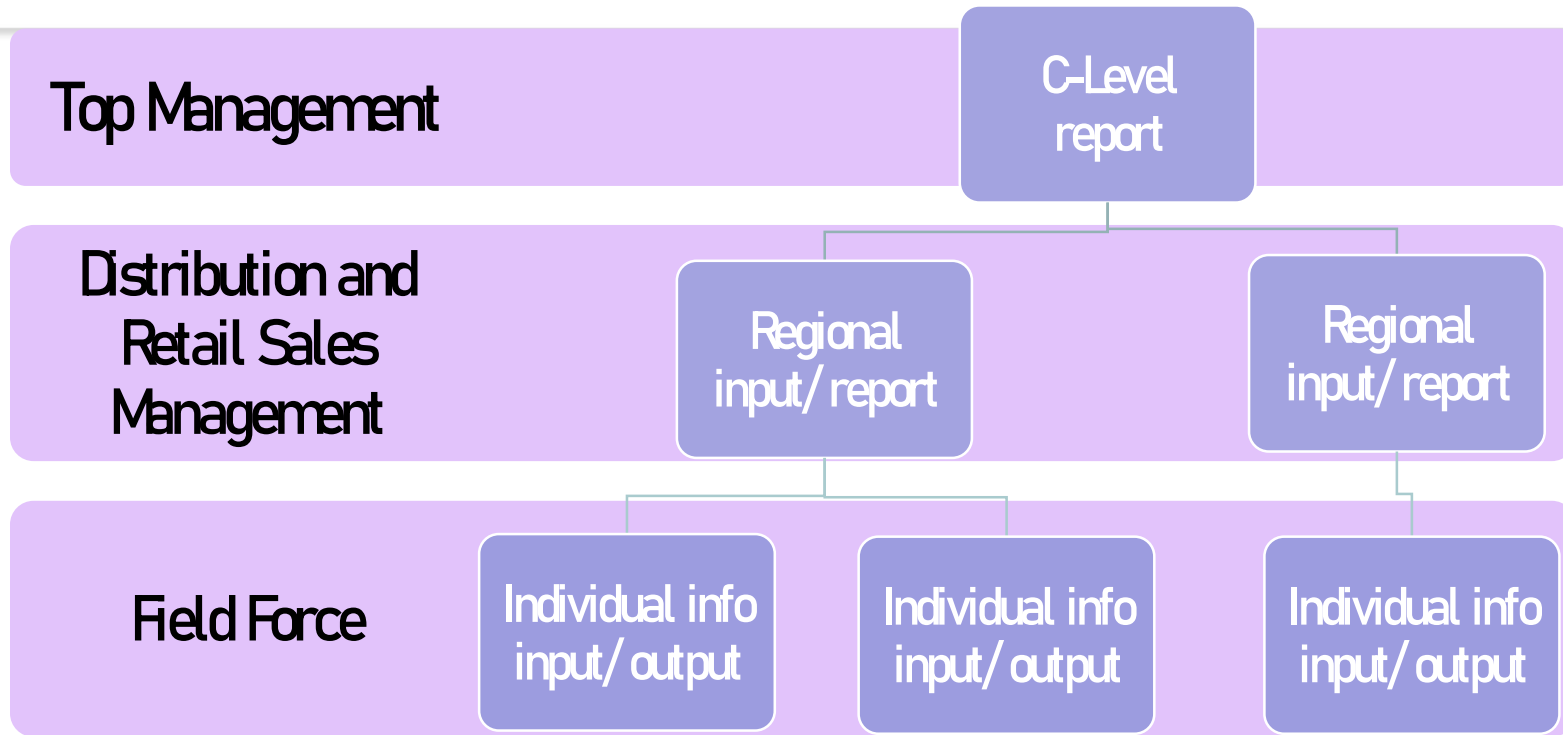
Payment history



Activities history

**Self Monitoring of Sales  
Reps Performance**

# Information Flow in Sokrio DMS



Large screen interface



Mobile interface

AN EFFECTIVE HYBRID SOLUTION THAT LINKS THE CORPORATE BACK OFFICE TO THE FIELD WORKFORCE

# Inventory Management Scope in Sokrio DMS





# Reports that help to make quick decisions

Easily identify sales due based on real-time updated dues report .

Track down sales growth trend

Download individual, regional, area, and national sales report in excel format .

Track individual real-time sales report

Outlet based report

Overall sales report

Area based report

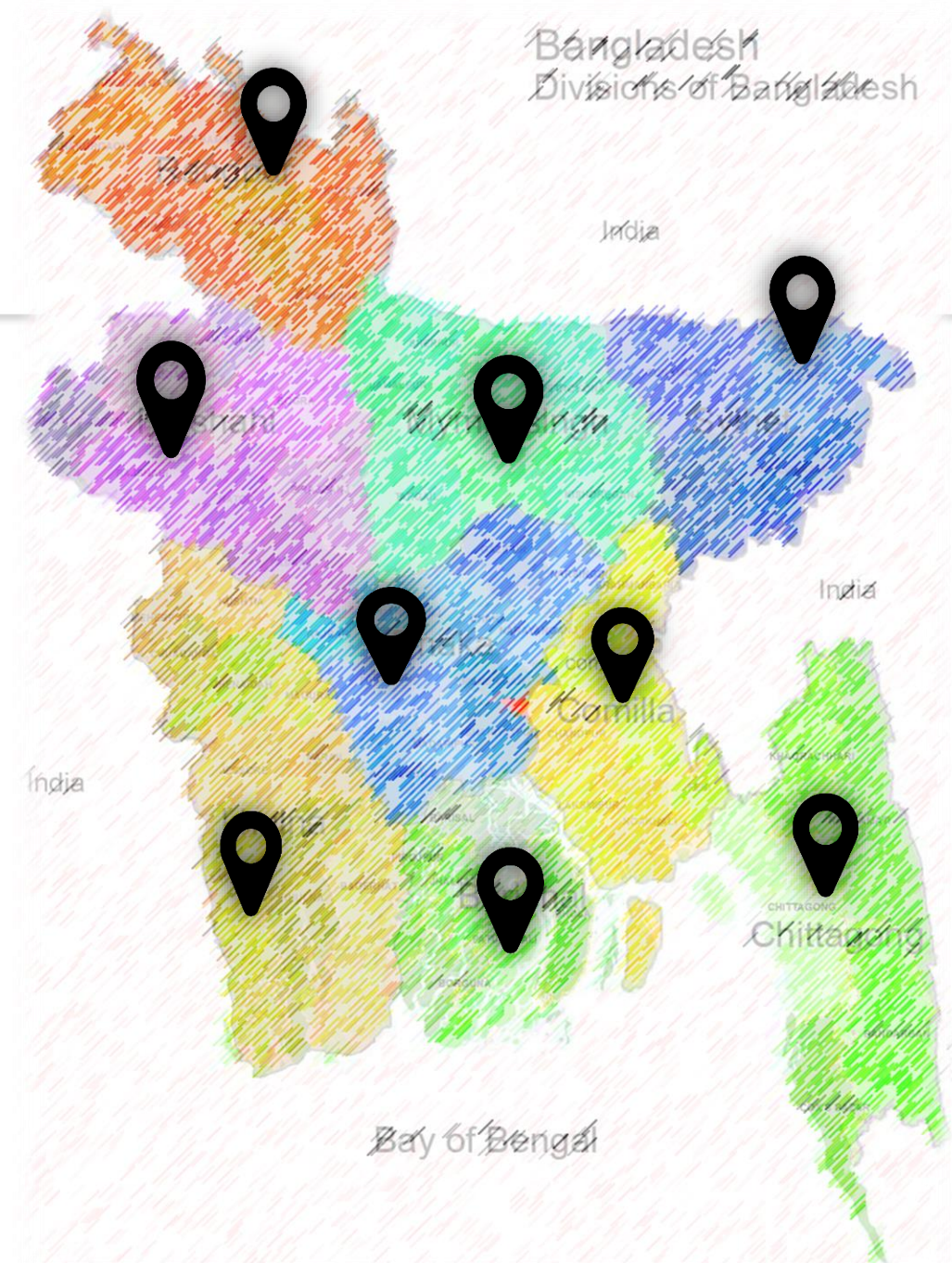
Product based report



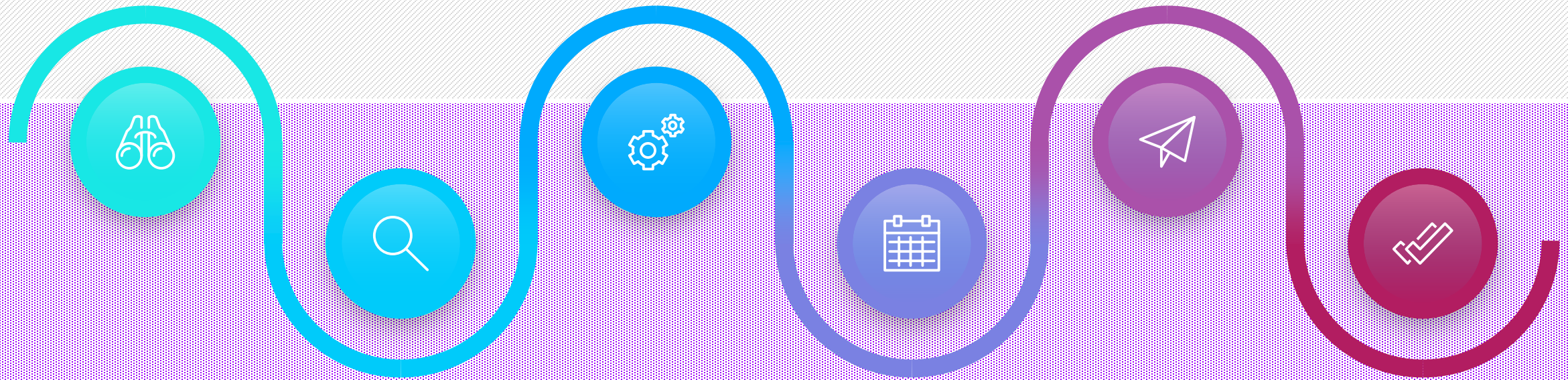
**2500+ users**

across all the  
**64 districts** of  
Bangladesh

30,000+ retail outlets mapped  
68,000+ product items listed  
~700,000 POS check-ins per year



# Why Sokrio DMS?



- Competitive pricing and better ROI
- Developed and tested through actual sales force
- Vertical integration with partners
- Easy User Interface
- Highly customizable
- Integration of different features in single platform

# We are Proudly Serving




MF Consumers Ltd.



LAL TEER SEED LIMITED

LAL TEER SEED LIMITED





# Our Tech Partner





Thank  
you

A small, stylized illustration of a branch with teal-colored leaves, positioned to the right of the text "Thank you".