

Case study

Customer	JRJ FOODS PVT. LTD.
Industry	Confectionery Products
The challenge	Accelerating efficiency in collection of actual/real sales information to counter with the product availability at every point in the sales cycle
The solution	Nokia Tej enabled handsets help the sales team to record field information such as client lists, collecting orders and inventory, which in return helps the management in quick market assessment and efficient sales conversion
The Nokia Tej edge	Quick results in actual market and sales information, stock replenishment at various levels, lower dependence on manual methods and enabling the company to be future ready

Accelerating Efficiency for Increased Sales

JRJ Foods is an Ahmedabad-based FMCG company engaged in the manufacturing and marketing of confectionery products like candies, toffees, lollies, etc. While on one hand they manufacture confectionery products for Parle Foods, they also sell products under their own brand name. Products are sold under the “Michi’s” brand which is fairly well known in the western parts of India like Gujarat, Rajasthan and parts of Madhya Pradesh.

The company was established in 1985 by patriarch Mr. Jagdish Thakkar – CMD, a veteran in the confectionery manufacturing and marketing industry. Since then, his son Mr. Ritesh Thakkar – JMD, has also come on board and has provided leadership in marketing and administration areas.

The Challenge

The company has a wide product range with a slew of product innovations. The sales team comprises of over 50 company employees and 15 other employees indirectly associated with sales via the Distributor’s payroll. These employees have to pick orders from retailers, Distributors and stockists. The company works with a 150 and above Distributors network in Gujarat, and with a 125 and above Distributors network and 6 stockists across Rajasthan. The retailer points

include grocery stores and pan shops that are geographically dispersed. The organisation needs to ensure product availability at every point in the sales cycle. Confectionery being a low involvement product, availability at the retailer level is extremely important to increase sales. The primary challenge is the complete dependence on manual systems and information availability from every level.

“We have a three tier sales structure. This structure works very well to fulfil our needs but it also brings a lot of complexity to our operations. At all stages in the sales and fulfilment cycle we need to ensure that we are integrating all the three tiers”,

remarks Mr. Ritesh Thakkar, JMD, JRJ Foods Pvt. Ltd.

The Solution

JRJ Foods implemented Nokia Tej in its Ahmedabad market on an experimental basis to gauge feasibility before the wide roll-out across all its branches. Nokia Tej was given to all Salespersons in Ahmedabad as an initial implementation to gather retailer information at different levels by booking secondary orders in the field, and collecting inventory details from Distributors. This information is then interpreted and analysed at headquarters.

Thus, Nokia Tej is being used as an online reporting platform as well as a tool to gather actual market information and other relevant data from our sales channel on a real-time basis.



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This system supplies the company with the information required to prepare further strategies to improve supply chain management, while simultaneously enabling it to achieve higher sales volumes.

Currently Nokia Tej has been introduced only in the Ahmedabad market, but JRJ plans to roll out the application in Gujarat with over 30+ salespersons by the end of this calendar year, and in Rajasthan by the end of the fiscal year.

“We decided to use Nokia Tej as an immediate fulfilment of our primary need to gather real information from the field.

Along with retailer data, we are now collecting secondary sales information from the market. Over the next few months, we plan to use Nokia Tej to monitor stock movement and supply management at various levels”,

states Mr. Ritesh Thakkar, JMD, JRJ Foods Pvt. Ltd.

Nokia Tej Benefits

“We have taken an important step towards automation in the organisation”,

says Mr. Ritesh Thakkar, JMD, JRJ Foods Pvt. Ltd.

With Nokia Tej, information from the retailers and secondary bookings reaches the headquarters on a real-time basis. This means that management has a good idea of what products are moving at the retailers end along with their approach towards the company. Over time, as the organisation moves to book orders on Nokia Tej, they expect to see time saving as well as an increase in the obtaining of real information as compared to their previous manual system of taking orders in DSR.

JRJ is now working arduously to get its sales team trained on Nokia Tej. They want to derive the full benefits from Nokia Tej and their whole network is now transacting through the service and using it to its full potential.

JRJ's partner Aark Infotech, was extremely supportive in carrying out all the customisations needed by the company. JRJ could implement the application at the pace and readiness levels that suited them. JRJ and Aark Infotech continue to work closely as they start using the order booking module.

“JRJ plans to use Nokia Tej across all three tiers in the sales structure. We had to carry out certain customisations to tailor the application to organisation requirements. We are also working with them to build an ERP system for their operations”,

observes Mr. Kartik, Partner at Aark Infotech, Nokia Implementation Partner at JRJ Foods.