



Project Title

Krishna Bhavan



Type of Business

FMCG



Type of Document

Case Study



Scope Of Work

Mobile App Development



App URL

[Go Playstore](#)

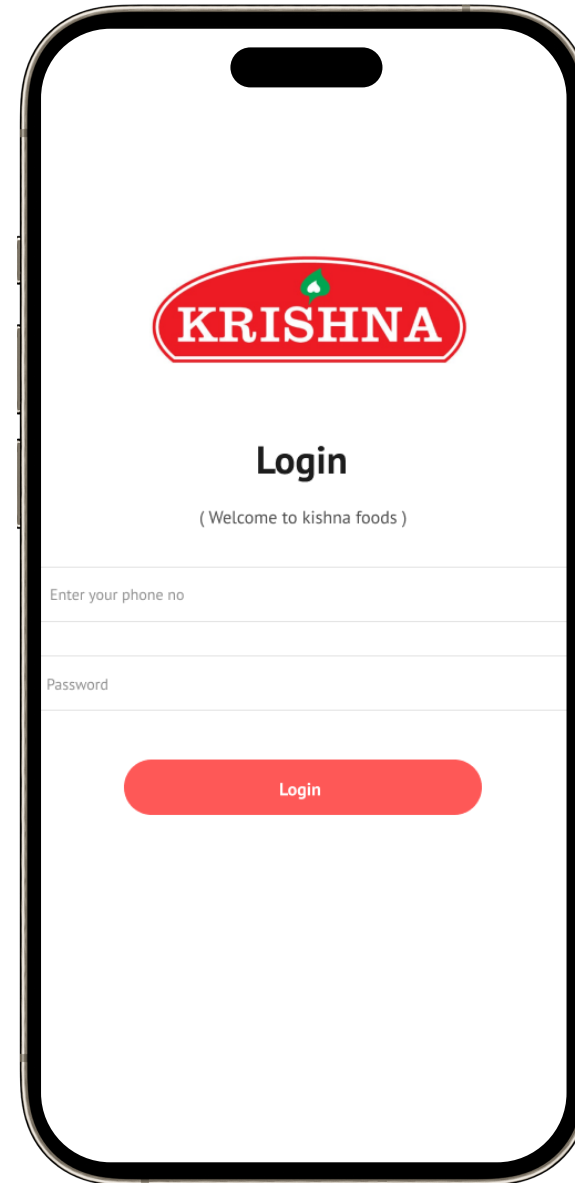


Published Date

Dec 30 , 2021



Tech Stack



Client Accolade

When we took up the consulting project for digital transformation of our client Krishna Bhavan's order taking system, the client was initially worried. It was largely due to the project's complexity and wide scope. But, TTSS made it a breeze. Their ability to understand business requirements was really commendable and something rare in an IT services company. Once that was clear, we were confident and they met the requirements 100%.

Today, after 2 years of implementation of the project, the order taking app has become the backbone of our client's business.

I would strongly recommend TTSS to any mid-sized business considering a digital transformation, purely due to their ability to understand the requirements precisely and strong intention to meet it 100%.



Palaniappan SN

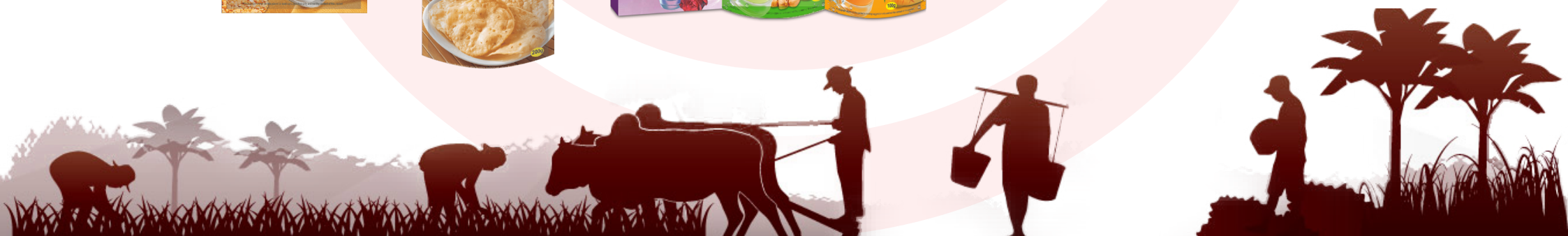
Director,

StratWorks Consulting LLP,

Consultant, Krishna Bhavan Foods Pvt Ltd.

About the client company


Krishna Bhavan is engaged in the instant food manufacturing industry and was established in 1989 under the name Krishna Bhavan Foods in Trichy. The company provides a diverse range of 200 instant food items, masalas, vadams, vathals and appalams and has evolved into a well recognized brand across South India.



The Challenge

When Krishna Bhavan approached Techno Tackle, they aimed to take their business to the next level by improving their order management customer management process - which involves collecting requirements for FMCG products from their customers, particularly supermarkets.

▶ The legacy order management process was time consuming and ineffective in efficiently handling orders.

 KRISHNABHAVAN FOODS&SWEETS No.402, Big Bazaar Street, Trichy - 620 008. Email : krishnabhavanfoods1989@gmail.com Office Ph : 0431-2709858, 2702375 Office Mobile : 98940 70944, 74180 99017									
Shop Name :					Date :				
S.No.	Product Description	Weight	Rack Stock	Order Qty	S.No.	Product Description	Weight	Rack Stock	Order Qty
தோசை மிக்ஸ்					சத்துமாவு வகைகள்				
1	ரவா தோசை மிக்ஸ்	200 gm			62	கம்பு புட்டு மாவு	500 gm		
2	ரவா தோசை மிக்ஸ்	500 gm			63	வெள்ளை சோள புட்டு மாவு	500 gm		
3	ரவா தோசை மிக்ஸ் (Packet / Bag)	1Kg			64	தீண்டை புட்டு மாவு	500 gm		
4	SPL ரவா தோசை மிக்ஸ்	200 gm			65	மக்காச்சோளம் புட்டு மாவு	500 gm		
5	SPL ரவா தோசை மிக்ஸ்	500 gm			66	சம்பா கோதுமை புட்டு மாவு	200/500 gm		
6	SPL ரவா தோசை மிக்ஸ் (Packet / Bag)	1Kg			67	ராகி சூழ் மிக்ஸ்	500 gm		
7	ராகி ரவா தோசை மாவு	200 gm			68	கம்பு சூழ் மிக்ஸ்	500 gm		
8	ராகி தோசை மாவு	500 gm			69	வெள்ளை சோள சூழ் மிக்ஸ்	500 gm		
9	கம்பு தோசை மாவு	500 gm			70	கொள்ளூக் கஞ்சி மிக்ஸ்	200 gm		
10	சோள தோசை மாவு	500 gm			71	பாசிபயிறு கஞ்சி மிக்ஸ்	200 gm		
11	மல்டி கரைன் தோசை மிக்ஸ்	200 gm			72	மல்டி கரைன் கஞ்சி மிக்ஸ்	200 gm		
12	கீரை தோசை மிக்ஸ்	200 gm			73	அரிசி + தேங்காய் + புழுப்பு கஞ்சி மிக்ஸ்	100 gm		
13	கொள்ளூ தோசை மிக்ஸ்	200 gm			74	சிகப்பு அரிசி + கம்பு கஞ்சி மிக்ஸ்	100 gm		
இட்லி மிக்ஸ்					75	ராகி + கைகுத்தல் அரிசி கஞ்சி மிக்ஸ்	100 gm		
14	காஞ்சிபுரம் இட்லி மிக்ஸ்	200 gm			76	வெகு அரிசி + வெள்ளை சோள கஞ்சி மிக்ஸ்	100 gm		
15	ரவா இட்லி மிக்ஸ்	200/500 gm			77	சாமை + தீண்டை கஞ்சி மிக்ஸ்	100 gm		
16	ராகி இட்லி மிக்ஸ் / கம்பு இட்லி மிக்ஸ்	500 /500gm			78	சம்பா கோதுமை + குதிரை வாலி கஞ்சி மிக்ஸ்	100 gm		
17	அரிசி இட்லி மிக்ஸ்	500 gm			79	மக்காச்சோளம் + அரிசி கஞ்சி மிக்ஸ்	100 gm		
18	ஒட்ஸ் இட்லி மிக்ஸ் / மசூரா இட்லி மிக்ஸ்	200/200 gm			80	சத்துமாவினியம்	1 Kg		
19	கோதுமை ரவா இட்லி மிக்ஸ்	200 gm			81	சத்துமாவு	200/500 gm		
மாவு வகைகள்					82	சத்துமாவு	1 Kg		
20	ராகி மாவு	500 gm			83	முளைகட்டிய சத்துமாவு (Plain, Chocolate, Badam)	200 gm		

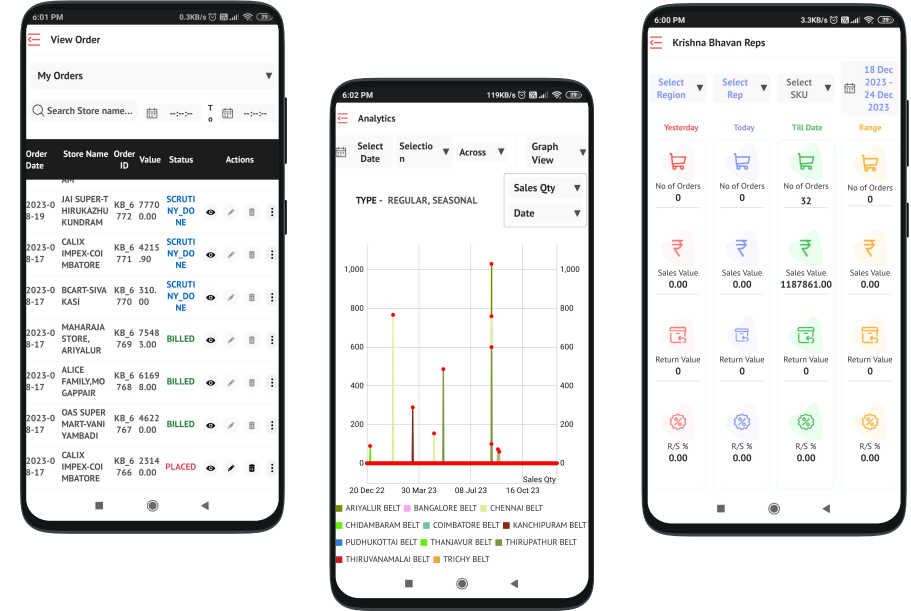
Legacy Order Taking Form

- ▶ Salespeople go to customer locations to take orders manually and it takes a lot of time and they can not easily track previously ordered and returned products.
- ▶ The company management could not easily track the inventory of orders and the target data set for sales executives.
- ▶ As they manage orders, customers and representatives manually, the management can not easily keep track and be sure everything is correct.

The Solution

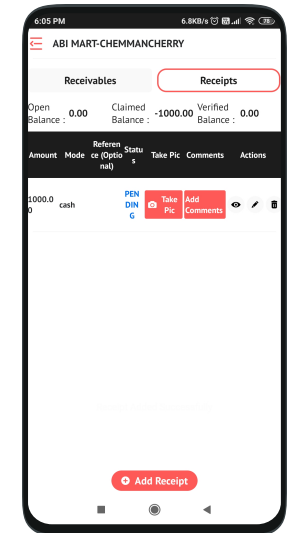
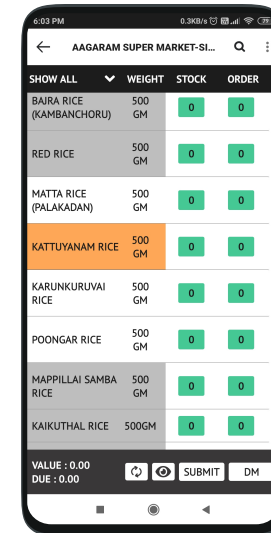
The Krishna Bhavan requested the development of an application to simplify and manage their existing order, customer and representative management process.

In response, Techno Tackle created a mobile app to streamline their outdated process.



▶ The newly built app includes modules for order management, sales review management, customer management, representative and scheme management.

▶ This application modernized their legacy process, providing accurate data to both management and executives and making it easier to track their respective activities



Project Management and Team Structure

We have implemented the Software Development Life Cycle (SDLC) process for developing and managing projects - requirement gathering, design, development, testing and deployment. Our team comprises of as mentioned below:

Project manager - 01

App developer - 01

Designer - 01

Quality analyst - 01

Backend developer - 01

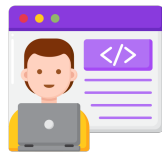


Architecture & Technologies

The app and the admin panel were developed based on the MVC architecture. The technologies involved in design and development are mentioned below:



Design Tool
Figma



Front End
Android



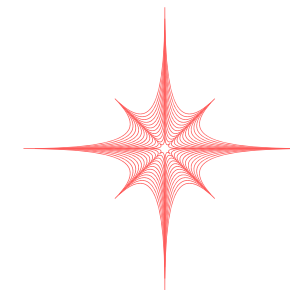
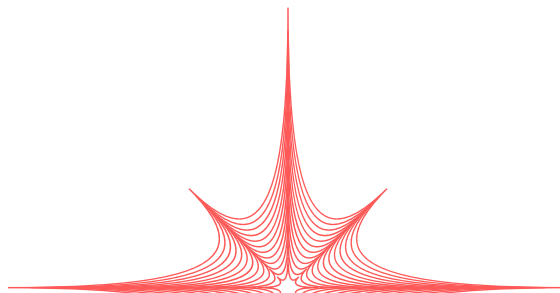
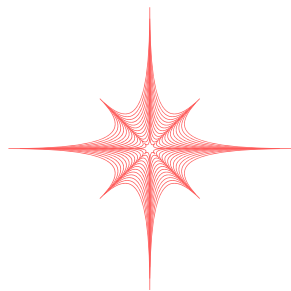
Back End
Laravel



Database
MySQL



Project Management Tool
Zoho Projects



The results

- ▶ After transitioning to a mobile app for order and customer management, the client observed annual savings of 35- 40 lakhs.
- ▶ Sales support team manpower in order and inventory management reduced from 12 to 6.
- ▶ The percentage of returned goods from the customers decreased to 2.5% from 4%, enabling executives to reduce orders for those specific items.
- ▶ Sales executives productivity increased by up to 20%.
- ▶ Krishna Bhavan management now has better visibility and accuracy regarding order, customer and sales executive related data.



35- 40 lakhs savings

35- 40



20% productivity Increased

20%



Team manpower reduced from 12 to 6

12 to 6



Returned goods dropped to 2.5%

2.5%

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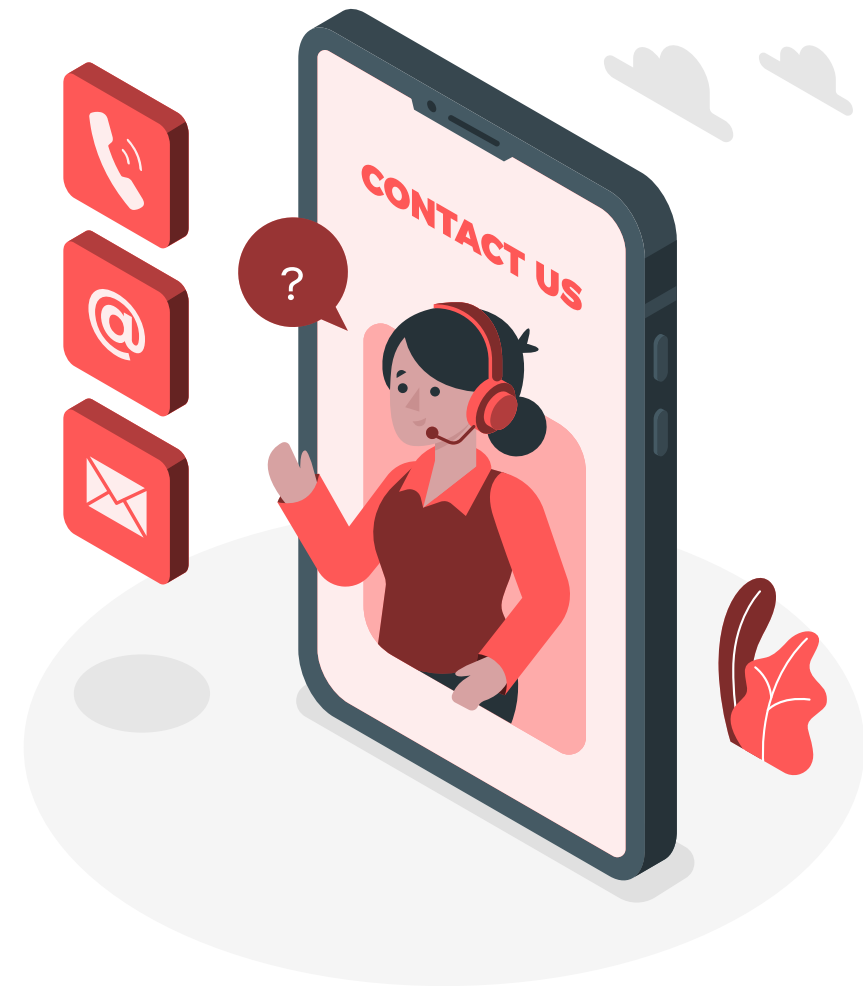
- **Founder contact details**

Name: Balavishnu R

Position: Founder&CEO

Linkedin: [Founder's LinkedIn profile](#)

Email: balavishnu@techtackles.com



We appreciate your interest in Techno Tackle Software Solutions and look forward to collaborating with you.