


## E-Catalogue Development

(Data Analytics)

### Client



An Indian business of a Swiss luxury retail brand which has a strong reputation, with many of its products achieving iconic status. The company is present across India through multiple business models including dealerships, exclusive partnerships and e-commerce.

### Opportunity



Perusal Global was engaged in revamping the existing manual ordering system of the client involving sales executives (on-field), business-vertical associates (at the office) and inventory managers (at warehouse/office) to an automated digital ordering system which will minimize the involvement of business-vertical associates and inventory managers.

### Solution



We discussed and assessed the problem areas of the company and advised the client to develop an electronic catalogue (e-catalogue) along with a digital ordering solution for the company. We created an architecture for the digital solution, prepared detailed information pack of products sold by the company across business verticals and worked along with a software development team for implementing the same. The e-catalogue consisted of various parameters such as product categories, product details along with multiple filters for ease of navigation. Additionally, the e-catalogue was capable of fetching inventory position across warehouses on a near real-time basis, providing accurate measurement of stock at the time of sales to executives. Following the testing phase, we provided comprehensive training to the company's staff on how to use the e-catalogue including navigating through e-catalogue, updating product data/information, creating new sets, order placing & processing and many other functional aspects of the e-catalogue. We were also actively involved in procuring product information from business-vertical associates, tracking the progress of software/web development team and actively communicating the progress of e-catalogue to concerned parties (CEO, business-vertical heads, IT Manager and other concerned staff of the company) on a regular basis. As a testimony to the effectiveness of our work, the client enhanced our engagement by availing our market intelligence services.



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### Value Delivered



Use of e-catalogue created a dynamic and professional impression of the company.

A convenient way for the company to edit, add, delete, update and modify product information.

Sales executives were empowered to showcase up-to-date information about the company's products to customers along with order placement without making any phone calls, filling out order forms or wasting time with emails.

Elimination of errors in order punching, commercials (such as discounts, offers, promotional items) and deliveries.

Complete removal of large and bulky physical catalogues/brochures and other paper documents.

Continuous monitoring of order book, sales targets, sales achievements, order backlogs and other KPIs for sales executives.

Availability of business intelligence report on a single click helped in building customer loyalty by having critical customer data.

### About Us:

We are an offshore financial research and advisory organization, specializing in life sciences, consumer and cleantech sectors. Our team of seasoned professionals has rich experience in executing investment, equity, business research and consulting projects across asset class world over. We deliver best-in-class research support backed by our cutting-edge analytics solutions syncing with the right information, best methodologies and the apt resources.

We offer tailor-made, comprehensive, insightful and timely research and analytics solutions to our clients through flexible engagement models and work as an extended team for investment banks, brokerage houses, private equity firms, venture capital funds, asset management firms and corporates.

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