

**CASE STUDY – HANDHELD PROJECT FOR SALES AUTOMATION
AT**



**COCA COLA - INDIA
Hindustan Coca-Cola Beverages Pvt. Ltd.(HCCBPL)**



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Section 1 Introduction & Overview**1.1 Case Study – COCA COLA INDIA PVT. LTD.****1.2 Handheld (C-based device) Sales Force Automation business application development and implementation.**

Objective: To develop business application on handheld device for Sales agent covering the daily route plan to capture the daily sales of load-out of route and deliver the Fulls and receive Empties bottles of various brands, pack sizes of SKU's along with discount pattern available at the time of delivery. At the end of route sales agent can hot sink with the central server in the nearest Hyderabad regional office in to feed the entire days business information with human error and duplication of effort.

Customer Address: COCA COLA INDIA PVT. LTD., HYDERABAD, INDIA

Brief Introduction of Customer: -

Coca-Cola, the corporate nourishing the global community with the worlds largest selling soft drink concentrates since 1886, returned to India in 1993 after a gap of 16 years giving a new thumbs up to the Indian Soft Drink Market. In the same year, the Company took over ownership of the nation's top soft-drink brands and bottling network. No wonder, our brands have assumed and iconic status in the minds of the consumers.

The vast Indian operation comprises **25 wholly owned company-owned bottling operations** and another 24 franchisee-owned bottling operations. That apart, a network of 21 contract-packers also manufactures a range of products for the Company.

On the distribution front, 10-tonne trucks, open-bay three-wheelers that can navigate the narrow alleyways of Indian cities constantly keep our brands available in every nook and corner of even the country's remotest areas.

Brief Scope of Project: Insight in to the software application developed by Avon.

Desktop Application (Development in Microsoft Visual Basic and MS Access as database)

The desktop application contains the following:

1. Admin Menu Option:

This option is visible only when administrator logs in. This menu has 2 sub options.

User: Administrator can create new user, change privileges of existing user, enable or disable him from operating the application.

Settle Salesman A/C

Administrator can check if any salesman has pending load sheets. i.e. which are not cleared. He can clear the salesman A/C by using this option.

2. Master Menu Options:

This option is used to define the master data, which is required for transaction entries.

Following sub options are available in this menu.

Employee Master: This option is used to enter the details of employees viz. Salesman and helper like employee no, name, address, pager no etc.

Customer Master: This option is used to enter the details of customer details like customer no, name, location, category, credit limit etc.

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Category Master: This option is used define what types of customer categories are available.

Locality Master: This option is used define different localities where customer shop exists.

Bank Master: This option is used to define the bank details.

Vehicle Master: This option is used to enter vehicle no and description.

Route Master

This option is used to enter route no, description and person in charge.

Depot Details

This option is used to enter Depot Id, Name, location etc.

Brand Master

This option is used to define Brand code, description. Like Coca Cola, Thumps Up, Limca, etc

Pack Master

This option is used to define different types of packs like. 300 ml, 330 ml, 500 ml, 1000ml etc

Packing Master

This option is used to define different types of packing like 24 units, 12 units, 06 units, and 27 units

SKU Master

This option is used to define SKU, which comprises of Brand, Pack and Packing.

Price Master Entry

Price master Entry is used to define the rates, Tax details, excise duties and other description of every SKU. This is defined as rates of SKU are changed time to time.

UOM Master

Unit of measurement is defined as product is measured in Numbers or liters.

Group Master

This option is used to form groups as per the packs. For eg: 250ml, 300ml RGB's can be placed in one group.

Scheme Master

This option is used to define the types of schemes, which are given on various products and to which customer the scheme is available.

Coupon Master

This Option is used to define the different types of Coupons which are given on products and to which customer the coupon can be allotted.

Discount: This option is used for defining different types of discount.

Load Out / Detail

This option is used to enter the SKU requisition from the salesman for the next day load.

3. Transactions Menu Option: This business application menu has following options

Standard Load

This option can be used before check out slip when check out screen should show the standard quantities for the SKUs.

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Check Out / Check In

This option is used when check out and Load sheet is to be prepared and when salesman checks in and the check in quantities are to be entered.

Cash and Bank Details

This option is used at the cash counter where the cash and cheques details submitted by the salesman are to be entered.

Reports Of Transactions

This option is used to print Check-Out Slip, Check-In Slip and Cash Details form for a load sheet.

Settlement Sheet

This option is used to print the settlement sheet for a salesman for a particular day.

Handheld Application developed on J2ME platform (For PDA Type Devices)

1. This application was ported on PALM Handheld but it also can be ported into other PDA type devices, which has a Palm OS or Win CE OS or Symbol OS (like PDT8100 of Symbol).
2. The device performs the following functions:
3. Customer Search by Name and Code
4. SKU Search by name and Code
5. Automatically Calculates discounts if any for any customers
6. Calculates Schemes if any for any customers
7. Coupon Redemptions if any for customers
8. Provision for taking back Empties (Cases on Loan and Empties Receipt)
9. Raise Deposit Slip.
10. Raise Collection Slip
11. Print Stock reports, cash/credit sale report, customer wise sale reports from the handheld for checking by the salesman
12. Synch Data for updating in the local machine after returning.

Handheld Application developed on embedded C (For C programmable Handheld)

1. This application was ported on a different Handheld but it can also be ported in hand held which support MS DOS based programming (some models of Symbol PDT's 3100 & Intermec)
2. Customer Search by Name and Code
3. SKU Search by name and Code
4. Programmable Keys for assigning the popular brand/packs as hot keys.
5. Automatically Calculates discounts if any for any customers
6. Calculates Schemes if any for any customers
7. Coupon Redemptions if any for customers
8. Provision for taking back Empties (Cases on Loan and Empties Receipt)
9. Raise Deposit Slip.
10. Raise Collection Slip
11. Print Stock reports, cash/credit sale report, and customerwise sale reports from the handheld for checking by the salesman
12. Synch Data for updating in the local machine after returning.

After Implementation:

- ❖ Pilot run completed successfully on two routes H25 and H22
- ❖ Proposed Flow Chart for implementation and mass testing submitted to coke.
- ❖ Once Device is finalized then depending on the device, any one application (C programmable or J2ME programmed application can be ported on the Handheld)

CONCLUSION

The case study demonstrates and establishes the Sales Force Automation of Coca Cola India Pvt. Ltd in Hyderabad using handheld device. Thereby increasing the efficiency by reducing the Sales cycle time by 30- 50% of Daily Route plan and Retailer business activities.