

Overview

As the product and brand differentiations are narrowing and the consumers being more informed retailers and Consumer Packaged Goods (CPG) companies are competing on efficiencies, innovation and customer relations. This coupled with volatility in the in the global economic scene is driving up the input costs and resulting in extreme uncertainties. In such circumstances these companies are increasingly investing in areas that increase efficiency, optimize costs and aid innovation.

Majoris has a rich experience in consulting and implementing solutions for retailers and CPG companies worldwide to achieve efficiencies in various business areas through advanced IT frameworks. We possess a vast knowledge base on the evolving retail space and changing consumer behaviour, and how to transform this information into robust IT solutions. Our solutions aim to create a single system encompassing various sales channels, branches and customer touch points. In the CPG and retail industry our forte lies in – demand management, payment solutions, merchandise and logistics management, cloud based infrastructure to centralize IT implementation across all locations, transaction based pricing models, seamless integration of different systems installed and BPO services. Our solutions help companies draw long term strategies taking into consideration future trends and also aid day-to-day working of retail stores, CPG manufacturing units and corporate offices.

Store Systems

Store operations is the most critical aspect for retailers and especially for the click and mortar retailers who need to integrate their online and physical store operations. As the busy consumers moving online for shopping everything right from grocery to baby products and apparels, there is an increase in the adoption of mobility devices and demand for improved customer service at the Point of Sale (PoS). Now in the eCommerce space the customer's satisfaction is as good as your IT interface and timely distribution. This poses many challenges to the retailer, there exists technology to that caters to all the needs but challenge lies in identifying the right technology based on current volumes and future plan, integration of various channels for inventory management, managing websites and customer touch points and accessing IT investments; this is where Majoris' forte lies.

Majoris Store System solutions comes with vast experience and rich expertise in the retail segment, we combine this two to provide client with cost-effective store operations systems. Our well researched and technical advanced systems, most of them being web based, enable retailers to maintain absolute control over inventory and sales. The blackened is seamlessly integrated with customer touch point whether it be physical billing at stores or web based ordering or orders over telephone desk.

Partnering with Majoris brings the following benefits to the retailer –

- **All encompassing:** Our solutions enable seamless integration of store systems with enterprise applications, eCommerce platforms, social and mobile applications.
- **A complete PoS package:** Our PoS package includes – price lookup, items on hold, security levels, receipt printer, barcode scanner, cash register, card scanner, transaction discounts, void transaction records and time records per billing.
- **Best practice implementations:** our experience with global clients and our network enables us to consult and implement the best from around the world.
- **Real-time data:** Our systems enable aggregation of real-time data across geographical spread stores.
- **Analytics:** The intelligence systems embedded in our solutions empower the retailer to make sense of the huge volumes of billing data collected every day to analyse customer behaviour and thereby satisfying them better.

Merchandizing

Merchandizing i.e. promoting the sale of goods, esp. by their presentation in retail outlets, is fast becoming a differentiator among retailers and it has been observed that this has direct relations with customer store loyalty. A good merchandizing strategy enables the retailers to get the product availability and product placement right i.e. sourcing the right products and making it available at the right channel in right quantity at right price, at the right time to the right customer. Intense competition, low entry barriers, global supply chains, price sensitive customers are among the reasons why a customer centric merchandizing (CCM) system is the need of the hour.

Majoris Merchandizing solutions enable retailers to differentiate their business by adopting technology for devising micro-merchandizing strategies in areas such as merchandize and assortment planning, optimizing pricing and promotions, category management, shelf and space planning, and master data management. Following are the highlights of the Majoris Retail & CPG solutions –

- Merchandize and Assortment Planning
- Pricing and Promotion Management
- Visual Merchandizing and Space Planning
- Master Data Management Solutions and Labs
- Buying and PO Management

Supply Chain

For retailers, success has become directly proportional to a smooth and profitable functioning of supply chain. As businesses are becoming global in nature, more centralized the supply chains are lengthening; with customers on the other hand demanding 'more for less' supply chain management is becoming crucial. Many retail chains have disinvested themselves in the recent past inspite of having good quality products, good locations and good customer basis, the only reason being an erratic supply chain. A robust IT setup is inevitable for a robust and quick supply chain and with large format retailers have an IT infrastructure for supply chain management, the question is to analyze if it is time to upgrade the retail supply chain to a lean, efficient, and innovative practices with the help of Majoris' proven frameworks, tools, assets and professionals with rich industry experience.

Majoris Supply Chain solution is a one stop solution for all supply chain IT infrastructure and service needs. We provide a comprehensive package consisting of –

- Consulting
- Program management
- Package implementation
- Integration of advanced SCM packages with existing IT setup
- Analytics
- Support and BPO

Our solutions cover all supply chain processes like -

- Demand forecasting to avoid wastage and shortage
- Raw material procurement
- Warehousing of raw material and finished goods
- Transportation
- Multichannel order fulfillment

Corporate Systems

The ultimate aim of all IT systems is to enable a firm to do what it best does by automating and standardizing all other essential but non-core activities. That is exactly what Majoris strives for with all its services. Here for the retail and the CPG industry, we, given our domain and technical expertise in this area, work with the clients to automate routine tasks, which enable their employees to focus on what really matters: growing revenues, increasing margins, and driving customer loyalty.

By developing a good knowledge base on localization requirements, compliance needs, and physical constraints needed to support client's corporate systems; we have build robust solutions for this dynamic industries. Majoris Corporate Systems spans across functional areas like financials, human resource, facilities management, and property management across Applications, BPO, and infrastructure services for the retail and CPG industry. The following are the specifics –

- **Finance and pricing:** The solutions enable streamlining of the financial processes to get a centralized view of financial status of the firm for the managers to take a well informed decision. Getting the finances right and with other constraints included the system aids in deciding the right price for the products and the also helps in designing profitable discount strategies.
- **Accounting:** Our systems integrate with existing enterprise systems by Oracle, SAP, PeopleSoft etc. to simplify accounting tasks associated with local transactions and global assets.
- **Real estate:** Keep a systematic track of all real estate activities, including site selection, construction projects and remodels, lease and property management, facilities and fixtures maintenance, and asset disposition with our solutions.
- **Human Resources:** Our systems enable clients to automate all the non-core HR recruit-to-retire process, and get a single, accurate view of all the HR related activities training and development, performance management, payroll, compensation etc. Most of these activities may be outsourced to third party experts but the system helps keep a track and analyse performance of these activities.
- **Strategy:** We leverage our IT and domain expertise to help client with long-term strategy formulations based on future trends. This along with easing and monitoring day-to-day operations.

Multi-channel Commerce

Gone are the days when the CPG marketers operated on a single channel distribution, today is has become difficult to categorize customers according to sales channels as the same customers may buy grocery in a physical super market, books tickets over the phone, buy apparels online and may use a mobile application to reserve a restaurant table for dinner. The customers empowered to use multiple channels for the same product or service and the retailers are following by catering to the rising expectations of customers by offering highly personalized shopping experience. Channel management is thus getting complicated for the retailers and the marketers.

At Majoris we understand to enable our clients to implement a meticulously planned multi-channel strategy complete with physical stores, online, kiosks, mobile applications, call centers and the works. We adopt a consultative approach for the multi channel strategy by understanding the customer preferences for each product category and then devising a channel plan. The following are the broad steps we follow to reach to a channel plan for our clients –

- Understand the client's objectives behind a channel plan and asses the present state of the channel plan.
- Study the present plan to identify improvements across channels currently used.
- Undertake a gap analysis to identify the gaps between what is required and what is and what is the technological gap that exists in the present system as compared to the technology available.
- Define the plan ahead to fill the gap based on the current level of multi-channel maturity and customer's business goals and evaluate the scalability and relevance of the existing systems/technologies with respect to the new multi-channel requirements

- Formulating a transformation and technical flowchart for the implementation of the decided multi-channel strategy
- Implementing the defined multi-channel initiatives with seamless integration of existing channels and enterprise systems
- Regularly follow up to monitor, support and perform continuous improvements

Consumer Goods

The Consumer Packaged Goods (CPG) market has always been a challenging space given low barriers to entry, intense competition, local needs, keeping up the manufacturing to meet changing customer preferences, easy product duplication and many more. But, in the recent times with the advent to technology and globalization these challenges have grown manifold like maintaining a multi-channel presence, an onslaught of IT solutions, local and global competition in the same market, increasing regulatory compliance, fluctuating input prices, retailers' private brands and reduced lifecycle spans.

Our solutions aim at increasing flexibility of launching existing products in new geographical areas or launching new product to the market. Our systems include all intermediaries across channels involved throughout the marketing chain to ensure the right product reaches the right customer at the right time. Given the increasing instances of mergers and acquisitions in the CPG space our set of solutions include integrating IT systems with the other enterprise taking the burden of managing myriad of legacy and cutting-edge technology solutions through these complex tasks across brands, geographies, and cultures.

At Majoris we facilitate our clients to meet these challenges surpass them focus on their core competencies and strategize for the future. We are IT partners to many leading CPG companies, our experience in Consumer Products span across Product Lifecycle Management (PLM), Compliances, Customer Relationship Management (CRM), Sales Force Automation (SFA), Security, Sales and Marketing, Supply Chain Systems, Demand Management, and Vendor Management Systems among others. We enable CPG companies to think globally, while remaining relevant to retail customers and consumers in each local market.

Analytics

Successful retailers realize that retailing is not just getting individual transaction done and be rest assured of the flow, it's about creating an experience and capturing the customer life time value by winning her loyalty, as it is a common knowledge that acquiring new customer more expensive that retaining the existing one and that the existing ones buy more than the new ones. Smart retailers have realized that the retailing is much more than just buying and selling stuff and they sit on a huge asset of information; information of customer's preferences and buying behaviors on which the whole function of marketing is based. Collecting the information is less than half the process, analysing this information completes it. Using the right analytics solution that helps capture data from business transactions, and then transform it into a comprehensive compass for guiding and driving your key business decisions is essential.

We at Majoris realize that information without analytics is just a collection of numbers and it is the power to analyse that make the information an asset. Our analytics solutions in the retailer and CPG space include analytics of customer buying data, loyalty status, frequency of purchase, purchase basket analysis etc. Our solution is based on our domain expertise in this space and the robust RUBIC (Re Usable Business Intelligence Components) framework which shortens the time to market and can be used on any existing BI platform. Our analytics solutions cover all aspects of the information processing like –

- Web Analytics: To mine data from various social media platforms to understand patterns existing in the piles of data
- Purchase-basket analysis: To analyse the combination of product purchased;
- Customer Analytics: To recognize buying patterns and frequencies
- Pricing and Promotion analytics: To understand popular price points and ROI of discount promotions
- Inventory management: Analytics enable retailers to asses reorder levels, flow of inventory and product placements
- Forecasting: To help estimate future trends based on current data to take informed decisions and calculated risks