



BUSINESS PROCESS CASE STUDY

For

PCH RETAIL LTD

Authors: 1. Mr.Abbas Hyder – Vice President (Technical)

2. Mr.SaiKumar Kommuri – Functional Consultant

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Case Study Details

Started Date
10th June 2011

Completed Date
20th June 2011

**Financial Year
2011**



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Document Version

1.0

Approved



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PCH Retail Ltd: Business Process Case Study

Service Provider: **FOCUS Softnet Pvt Ltd.** (<http://www.focussoftnet.com/>)

Survey by: **Mr. Sai Kumar Kommuri**

Beneficiary Organization: **PCH Retail Ltd.** (<http://www.pchretail.com/>)

Executives:

1. Mr.B.K.Mohanty – Director - Finance
2. Mr. Srinivas – Deputy General Manager (DGM) - Finance
3. Ms.Annapurna – EDP In-charge

Type of service: (Information Technology & Computing) – **ERP Solution with Business Intelligence**

Organization details:

Punjab Crockery House (PCH) was established by Mr.Huzur Singh in the year **1950**.

Mr.Balvindar Singh, son of Mr.Huzur Singh promoted PCH group in 2001 and later in **2007** formed “**PCH Retail Ltd**” which is an **ISO 9001 – 2008 certified company**.

PCH group company has been dedicated to making a better lifestyle with the best value for money for their esteemed and loyal customers through diverse businesses that span **Electronics and Consumer durables such as TV, Cameras, Laptops, Mobiles, Furniture, Crockery, Apparels, Readymade Garments and many more**.

PCH always thrive on offering world class products to their esteemed customers so that they enjoy a better lifestyle with maximum value for money. **PCH is committed to render highest possible customer delight at all times**.



PCH Retail Ltd: Business Process Case Study

PCH is associated with the best global brands like LG, Samsung, Sony, Panasonic, Whirlpool, Hitachi, Voltas, Olympus, Blackberry, Nokia and many more in Consumer Durables, Featherlite etc in Furniture, Levis Signature, Denizen, Identiti, Flying Machine, Killer, US Polo association etc in Garments, La Opala, Ocean, Lock n Lock, Orange, Pilsner, Borosil, Rozanbel, Solitaire, Union Glass, Gold Fish, Pioneer etc in Crockery. PCH has its own brand in Crockery's named - Rosa.

With relentless commitment to quality, consistent dedication to customer satisfaction and unparalleled standards of service.

Line of Business: **Retail and Trading**

- Established: 2007
- Number of Employees: 400
- Annual Turnover 10-11: **930 Crores**

Certified by: **ISO 9001: 2008 certified**

Type of Business: **Trading**

Software Used:

1. **Tally (Accounting Software)**
2. **Wings (Accounting Software)**
3. **Focus 5.5 (Accounting Software)**
4. **Focus 6 (Middle Level ERP)**
5. **Focus RT (ERP)**
6. **Currently working on Focus I (ERP with Business Intelligence)**



PCH Retail Ltd: Business Process Case Study

Critical Business Requirements and Challenges:

1. **User Password Policy:** System should intimate the change of Password periodically and the user should be blocked on multiple log on attempts.
2. System need to track the **Sales done in the Showrooms Vs Delivery of merchandise** being remote Warehouse and to track the Sales balance collected on delivery of merchandise and deposit the same in the accounts.
3. **System need to track** all the details of the transaction type whether the Payment/Receipt made through RTGS or Cheque or DD or Fund Transfer etc., and summary of all the transaction types.
4. **Multi Scheme Incentive Management** for Sales Executives.
5. System need to **maintain and track the LC Management** in terms of LC Limits, LC Payments and LC Outstanding.
6. **Critical MIS Reports** like Branch wise Profitability report for the year and month wise, Profitability report summary of all branches Statement of Credit sales, Receivable Reports against Credit Sales, Sales - Branch wise, Showroom wise, Segment wise quantity & value of sales with all break up (Like electronics, furniture, Life style with brand, Daily , Weekly and Monthly break up of sales, Comparative data Quarterly, Half yearly and Yearly with previous years, Net Margin Report Comparative Sales Report , RTGS/Cheque Statement etc.,
7. **SMS/E-Mail Alerts:**
 - I. Application to trigger the thanking message through SMS on Successful sale done.
 - II. Facility to intimate the Client about merchandise delivery.
 - III. SMS intimation to the Top Management in case of amendment of documents by authorized person at the Showroom and also when there are certain discounts given beyond the limit.
8. **Futuristic bank position** and details to plan Funds flow for the next 7 days including Cheques deposited, Cheques received, PDC and Overdrafts.



Business Solutions:

1. In order to **maintain and track the LC Management** in terms of LC Limits, LC Payments and LC Outstanding, Focus had created two different Screens of LC Limits and LC Payments for PCH such that starting from **LC opening to LC closing complete track** has been provided.
2. Utilizing the **SMS/E-Mail Alert** feature, FOCUS had triggered the:
 - I. Thanking message through SMS on Successful sale done.
 - II. Facility to intimate the Client about merchandise delivery.
 - III. SMS intimation to the Top Management in case of amendment of documents by authorized person at the Showroom and also when there are certain discounts given beyond the limit.
 - IV. SMS intimation to the Top Management for the Cash Payment made above Rs. 10000/- and for the Bank Payment made above Rs. 50000/.
 - V. SMS intimation to merchandise Sender, Receiver and for the Top Management for all Inventory Transfers, according to PCH's requirement.
3. As the firm requires certain documents and Critical MIS Reports, FOCUS has designed and customized the **Critical MIS Reports** like Branch wise Profitability report year wise and month wise, Profitability report summary of all branches, Statement of Credit sales, Receivable Reports against Credit Sales, Sales - Branch wise, Showroom wise, Segment wise quantity & value of sales with all break up (Like electronics, furniture, Life style with brand, Daily , Weekly and Monthly break up of sales, Comparative data Quarterly, Half yearly and Yearly with previous years, Net Margin Report Comparative Sales Report , RTGS/Cheque Statement, TDS Payable Report, Rents Report, Summary of RTGS Transactions etc., according to the requirement of PCH through Versatile in built "**Report Designer**".

PCH Retail Ltd: Business Process Case Study

4. In order to maintain and track the **Multi Scheme Incentive Management** for Sales Executives, FOCUS created the tags, Schemes and **Sales Executive** through which complete track has been provided and also a report has been provided for the same.

5. With respect to **User Password Policy**, FOCUS had customized the System to intimate the change of Password periodically (at the end of month) and the user should be blocked on multiple log on attempts according to the requirement of PCH.

6. **Centralized Warehouse Management** concept has been used for PCH for the Sales done in the Showroom Vs **Delivery of merchandise** being remote Warehouse and to track the Sales balance collected on delivery of merchandise and deposit the same in the accounts. Our expert Consultants of FOCUS had **defined a Stupendous business flow** for PCH as mentioned below:

“Invoices are raised at Showrooms. While raising the invoice, invoice quantity will be reserved at the Central Warehouse for delivery against the Invoice.

After saving the Invoice at showroom an **alert is generated at Central Warehouse** to deliver the stocks. Invoice contains the details of delivery instructions, amount to be collected from customer etc.

Against Invoice, Central Warehouse person will raise **Delivery Challan** by using the Invoice link. While **raising the Delivery Challan, reserved stock will be released** and inventory is reduced at Central Warehouse”.

7. In order to track the types of transaction for the multiple modes of Payment/Receipt, FOCUS had created **“Transaction Type”** as a **tag** in Payments and Receipts Screen such that all the transaction types like RTGS, Cheque, LC, Bank Charges, Cash Deposits and Fund Transfers etc., are tracked and also report has been provided for the same.

8. **Futuristic bank position** and details to plan Funds flow for the next 7 days including Cheques deposited, Cheques received, PDC and Overdrafts facility had been provided in the report for PCH.

PCH Retail Ltd: Business Process Case Study**Client Comments:****Mr.B.K.Mohanty, Director – Finance:**

Focus is really an effective ERP System. PCH is making full use of the ERP and in the process, the Company has been able to streamline the information flow, critical data and MIS.

Executive Team of FOCUS:

1. Mr.Abbas Hyder – Vice President (Technical)
2. Mr.SaiKumar Kommuri – Functional Consultant

Authorized Signatory

For PCH Retail Ltd



Authorized Signatory

For Focus Softnet Pvt Ltd

