

Sleek International Improves Operational Efficiency and optimizes Dealership Network with Integrated ERP System

Sleek International
Private Limited
Mumbai, India
www.sleekworld.com

Industry:
Modular Kitchen
Manufacturing

Annual Revenue:
Rs 12 Million

Employees:
650

ERP Products & Services:
Eresource ERP
www.eresourceerp.com

Sales Management
Purchase Management
Stores & Inventory
Manufacturing

Quality Control

Excise Management

Plan Maintenance

Human Resource

Accounts & Finance

“It is not our practice to praise any company, but I am moved to do so now.

When we were first approached by eresource we were little bit hesitant about implementing an enterprise solution designed and developed by eresource, but decided to go ahead because we were very impressed with the presentation.

Moreover, our industry is service-oriented industry, simply means, if there is no service there is no industry for us. But we have surprised at the changes in our business operations after the implementation of eresource ERP. Our entire business process and best practices is now connected on a centralized System. We are now a system and process driven company. All our offices and majority of our customers are connected to the system, enabling Sleek International to render support on time, on target and at the location parameter. We are certainly happy that we made the Enterprise Implementing decision and now we have a fantastic result.

We would recommend and encourage all prospects to implement eresource ERP to remain at par with the competition in such a depressed market. And the largest reason is the customer service rendered by eresource team.”

-- Mr. Rajesh T. Ahuja (Director Corporate Affairs)

Sleek International

It would be true to say that Sleek has changed the way women cook today. The first to introduce the concept of modular kitchens with the introduction of wire baskets as early as 1993, the brand has consistently innovated and refined its product basket to offer the best at the most affordable rates to the Indian consumer.

Key Benefits:

- ✓ Gained enterprise-wide view of operations and centralized management control
- ✓ Improved information accuracy by introducing single data entry point
- ✓ Cut month-end reporting time from 20 days to 12 days
- ✓ Increased availability of kitchens for productive use
- ✓ Minimized equipment downtime by ensuring parts can be easily located
- ✓ Strengthened cost management and quality control
- ✓ Streamlined distribution and ensured customer orders are met

Today, the company boasts of the largest network of dealers (450 at the last count), and 26 exclusive kitchen studios across major metros. With over 15000 kitchens installed annually, and components supplied to over 9 lakh households last year. Sleek has proven its claim of being India's most popular brand.

Sleek has tied up with many International giants including Sige, Techninox and BC3 to offer world class quality and workmanship to the discerning Indian consumer.

The challenges faced

The exact amount of orders or enquiries being maintained and the subsequent follow up done was marginally traced. With the implementation of the web-based eresource ERP traces the enquiries, their quotations and the sales order became easy. Our clientele also includes leading architects and interior designers apart from other clients. Sleek International not only offers accessories in various numbers of sizes but also provide tailor-made to suit individual requirements.

Kitchen industry was in need to upgrade their old client-server technology software to the web technology to better manage data across the enterprise from order to delivery. They had also required the system that would connect the dealers' network and suppliers located across India and other countries to manage their respective data. To manage this very wide and ever increasing business process needs a compatible and effective business application to support with. Therefore implementation of an affective ERP system becomes a necessity.

Kitchen industry's process rely heavily on efficient purchasing, sales and distribution process from Item supply through delivery to customers. But the old system was unable to deliver the data in an effective manner. Also Kitchen industry wanted to connect all their customers and suppliers spread across the globe under one single system. This means they were in urgent need of a truly enterprise solution. Integrated system was also required to manage its financial and sales process. . eresource ERP filled in the boots with

comfort and ease.

Enhanced Control and operational efficiency.

Though they examined some alternative ERP solutions it was only in mid-2005 they came in contact with eresource Infotech for a suitable ERP solution. eresource ERP was tailored to fit the specific needs of the Kitchen Industry Manufacturers in general and distributors in particular.

The new solution based on eresource add-on and customized ERP for Kitchen industry creates manufacturing orders based on sales configuration. For example, if a customer orders a kitchen with white doors, the solution creates a simple bill of materials needed to produce those cabinets, shutters, carcass and other accessories and appliances. The order is automatically created in the client servicing portal, the client servicing executive can now create the quotation and upon the confirmation the system automatically handles purchase orders and prompts a confirmation from the supplier. eresource ERP for kitchen industry handles right from the enquiry to delivery and dispatch of material to the customer.

ERP for Kitchen Industry was customized to fit the requirement of Kitchen industry and now Kitchen industry can not only connect across the enterprise, but also the dealers' network. And suppliers can access the system through internet to access their respective information. With this solution, Kitchen industry can now track products from the financial and sales, through the production and logistics stages. Kitchen industry can easily see when a customer placed a new order or when the products arrived from their suppliers.

Milestones

- Over seven years of experience in this still nascent industry
- A professional team of Interior Designers with Specializations in Kitchen Designing
- Use of Ergonomics – a scientific method of designing interiors

- One of the largest manufacturers and marketers of kitchen accessories and products in India
- Over 25,000 kitchens installed across India and abroad per annum
- A network of over 450 Sleek dealers across India selling average of 20,000 kitchens and components for over 9 lakh kitchens every year
- A widespread dealer network that affords prompt after sales service across the country
- Over 200 trained kitchen designing professionals across our dealerships

Highlights of web-based eresource ERP

Web-based eresource ERP solution, simplifies back-office process automation for mid-sized and growing business. It provides real-time information about finance, order management, purchase, inventory, employee management, e-commerce and much more. With web-based eresource ERP solution, you can accelerate business cycles, improve productivity and reliability, and provide higher levels of service to customers, suppliers and partners.

Web-based ERP solution improves business among customers, suppliers and partners through self-service portals, providing for lead management, shipment tracking, bill payment and more. Highlights of web-based eresource ERP solution

