



“Avoidance of manual calculation errors, Easy service access, instant stock statement availability are the most advantageous features in Tally.ERP 9”

- P.S. Kiran, Lakshmi Ram Traders

Tally.ERP 9 Improves Transaction Speed for Wholesale Dealer

CUSTOMER OVERVIEW

Trading is their hereditary business. The grandfather had a trading shop, Dhanalakshmi Traders, at Old Taragupet, Bangalore. His son Mr. Suresh Babu was looking out for a good place to continue the legacy. In Circa 1982, He decided his new venue for business in Agricultural Produce Marketing Committee (APMC) Yeshwanthpur.

Mr. Suresh Babu got a space and commenced his Trading business. Thus M/s. Lakshmi Ram Traders took inception 28 years ago. The business started with selling of pulses and groceries. Later selling of twine was added. The grandson Kiran joined the family business after the completion of his degree.

BUSINESS CHALLENGE

The Traders had a software which was very unhelpful. The data used to vanish suddenly and the Traders were at a loss not knowing how to retrieve the lost data. Tallying of accounts was another big problem in the referred software.

Kiran was taught Tally in a concise manner during his degree course. He was impressed with whatever little he learned about Tally. He suggested his father that they use Tally Software for their business. Tally was used only for accounting purposes during earlier days.

On a busy day, the transactions in the store are like this. The farmers, the FMCG goods distributors bring their produce/products and deliver at their shop. The goods are identified methodically and the details are entered in Tally.ERP9. The billing was needed to be carried out speedily since there would be too many customers at any point of time and everyone wanted their business to be completed very fast.

The units of the goods have different types of measurement: goods measured by weight, goods measured by number of bags, products counted in rolls all these goods in combination are generally required by every customer. Each item has a different type of packing and required recording of data.

Sales slip and delivery slip are required simultaneously to check the correctness of the price and the delivery of items with minimum usage of time.

The Traders wanted to print separate challans for the twine and non-twine (groceries) items so that the tracking would be easy. The printed invoice was required to identify the goods despite the type of packing. The delivery slip was needed without the rate and amount. This meant the delivery slip should carry only the item name and quantity. 'Pay cash and carry goods' customers' tracking was very cumbersome.



There are customers who come to the store, buy the items from the Traders, leave the items in the store itself and move on to some other stores to buy other items which are not available in their store. These customers came back at the end of their transaction to pick up the earlier ordered items from their store. This is a status of 'billed but not delivered', which required a record for proper and correct delivery.

Apart from the above, the date-wise status report, weekly detailed report and weekly abstract report were required. Without all these reports, the Traders were finding it difficult to do business efficiently in this fast moving business world.

THE SOLUTION

Infolink Business Care, Bangalore, a Tally Partner who have an office in APMC Yard studied their business flow.

Mr. Ashok Bhat of Infolink informs “We were looking for an opportunity to showcase our TDL writing capabilities and Lakshmi Ram Traders came as the best opening. The challenges were many, but the end result was worth all the steps taken by us”. Mr. Chethan Kumar of Infolink agrees and says “This became an opening platform for our further business in this area”.

Over and above the in-built features of Tally.ERP 9, Infolink added some more to cater to the requirement of Lakshmi Ram Traders.

The cursor movement on many of the items in the sales entry field have been customized and made as default. For example: Godown detail and reference number from the voucher entry were skipped. These are not required by the Trader while entering the data in the sales field screen. This has reduced the entry time in Tally, which became a boon during peak hours of business when the number of customers is very high.

Tally's capabilities gave the partner the idea of dual printing. Once the sale is completed, the commercial bill is printed with full details. Simultaneously the delivery challan with

minimum content is printed. All the packed items belonging to a specific customer are printed in a single delivery challan without rates.

The twine and non-twine (groceries) are stored physically in two different godowns. Different people load these items separately. Hence these items are printed in different challans. This has been achieved in Tally.ERP 9 successfully.

Packed FMCG items are identified during the sale to the customer. The delivery of these packed items is done with the original packing, for example, a 50 kg bag of sugar. There are other items like tea, which come in a big bag of 100 kg. A customer may want only 5 kg. loose tea from this bag. This needs to be packed separately as an item. To ensure that the person taking the delivery, would not worry about getting the already packed item re-packed, ** mark is printed on the invoice for 'already packed' items using Tally.ERP 9.

Delivery slip printing is customized and only limited information is printed on the delivery slip. This helps the Trader to know the details of items which are to be loaded on the vehicle of the customer. Quantity column is printed in both numbers and words to avoid human error in reading. For example, Quantity 10 is also printed as Quantity -Ten to avoid error in reading. The number may be printed as 1 due to printer's error, whereas the actual requirement may be 10. The printing in words along with numbers, removes this ambiguity.

Another report prepared in Tally.ERP 9 displays only the undelivered sales invoices which help The Traders to match the items kept aside for taking delivery by customer. By this, the Trader does the ageing analysis of non collected items. The abstract reports and detailed weekly reports are also made on a regular basis with the help of Tally.ERP 9.

Kiran says “Paper saving, manual calculation errors, Easy service access, immediate stock statement availability are the advantages in Tally”.

BENEFITS

- Saving of paper
- Avoidance of manual calculation errors
- Availability of quick service
- Speedy access to stock statement