

Krishna Build Mart India Private Limited Case Study

How Krishna Build Mart modernized operations with Zoho One

Overview

Krishna Build Mart India Private Limited has been a trusted name in the retail industry for decades. They specialize in plumbing products, tiles, and bathroom fixtures, serving a wide range of customers like homeowners, builders, dealers, and construction companies. Despite their success and strong reputation, the company faced significant operational challenges as it expanded, including delays in invoicing, inventory management, and customer data handling due to manual processes and reliance on Tally for accounting.

To address these issues, Krishna Build Mart partnered with Rays and Reach Solutions LLP, a Zoho implementation partner, to modernize their business operations using the Zoho One suite. This transformation not only streamlined their processes but also set a solid foundation for growth and efficiency. This case study details the challenges, solutions, and significant benefits of this digital shift.

Executive Summary

- **Client:** Krishna Build Mart India Private Limited
- **Industry:** Retail (Plumbing Products, Tiles, Bathroom Fixtures)
- **Headquarters:** India

Krishna Build Mart India Private Limited, previously known as Krishna Engineering, is known for their quality and service. Krishna Build Mart India Private Limited has built a solid reputation as a reliable supplier in the construction and home improvement sectors. With products ranging from basic plumbing essentials to premium bathroom fittings, they offer something for everyone, from budget shoppers to those seeking high-end designs. Their success is rooted in strong relationships with both customers and suppliers.

Problem Statement and Key Challenges

Krishna Build Mart India Private Limited faced significant operational challenges as they expanded their business. The company, which had built a strong reputation over decades for quality and reliable service, found that their existing methods were no longer sufficient to

support their growth. Initially, the company managed key business tasks like invoicing, cost calculations, inventory tracking, and customer data management through manual processes, supported by Tally for accounting. However, as the business expanded, these methods began to show limitations.

The increasing data volume led to delays in daily operations and impacted overall efficiency. Managing inventory across multiple locations, processing invoices, and keeping up with customer records became more complex. Additionally, implementing updates and changes took more time, making it harder for the company to quickly adapt to evolving business needs.

Krishna Build Mart India Private Limited recognized these challenges and realized the importance of adopting a more robust and scalable system to better support their growing customer base and streamline operations.

Evaluation of the Problem

Rays and Reach Solutions LLP conducted an in-depth evaluation to identify process gaps and inefficiencies. The team analyzed Krishna Build Mart's workflows, pinpointing bottlenecks in inventory management, financial operations, and customer data handling.

The evaluation highlighted that a centralized, scalable solution was essential to address their challenges. It was clear that integrating financial, inventory, and customer relationship systems would provide the operational agility required for their continued growth.

Proposed Solutions

To overcome their challenges, Rays and Reach proposed the Zoho One suite of applications to help automate and simplify their business processes.

Data Management and Efficiency: Rays and Reach implemented **Zoho Books** and **Zoho Inventory** to optimize financial and inventory management. **Zoho Books** now serves as the centralized platform for all financial operations, integrating seamlessly with **Zoho Inventory**. This integration allows for real-time tracking and management of inventory levels across all branches. Additionally, **Zoho Books** enhances financial oversight by providing precise tracking of credit limits and payment timelines.

Adaptability and Flexibility: To tackle the delays in making updates and adapting to changes, Rays and Reach set up **Zoho Creator** for Krishna Build Mart India Private Limited. A custom app was developed to simplify managing customer-specific discounts and credit limits based on

days and amounts. The app also features dynamic price lists that adjust according to different parameters and includes an influencer module. This new system integrates seamlessly with Zoho Books, making it easy to generate estimates and invoices.

Data-Driven Insights: **Zoho Analytics** was leveraged to generate customized reports that provided deep insights into sales performance, customer behavior, aging summaries, and top customer segments.

Collaboration and Communication: They also adopted Zoho WorkDrive for easy file sharing and document access across teams, and Zoho Mail for secure, efficient communication. This improved teamwork and made both internal coordination and customer interactions smoother.

Implementation

Rays and Reach meticulously planned and executed the setup of Zoho solutions for Krishna Build Mart India Private Limited.

- **Implementation Time:** The entire process was completed in approximately 16 weeks, ensuring minimal disruption to the company's day-to-day operations.
- **Extra Services:** Customization was a key component of the implementation. Our team developed a specialized app using Zoho Creator to manage customer-specific discounts, dynamic pricing lists, and an influencer module. We also integrated Zoho Books and Inventory for seamless data synchronization and built automated workflows for efficient invoicing and inventory tracking.

Results

Implementing Zoho One solutions has significantly improved Krishna Build Mart India Private Limited's operations. The integration of these tools has streamlined their invoicing, inventory management, and reporting processes, making everyday tasks more efficient and accurate. Financial oversight has been enhanced, and customer relationships are managed more effectively. The system's adaptability has allowed for flexible pricing and personalized customer experiences. Real-time inventory tracking and insightful data reports have optimized stock management and supported strategic decision-making. Additionally, improved teamwork through enhanced internal coordination and smoother customer interactions has further strengthened their operations. Zoho One has made Krishna Build Mart India Private Limited's operations simpler,

more efficient, and ready for growth in the future.

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For more on how Rays and Reach can help your business with Zoho solutions, please contact us.