

BOMBAY SWEETS & CO. LTD. (BSCL)

Order collection system through Mobile

Mobilizing its Supply Chain Management

The End Customer

Bombay Sweets & Co., Ltd. (BSCL) is a name associated with consumers for snack food for more than 5 decades in Bangladesh and abroad. Gradually it increased its popularity amongst the consumers in meeting their demands. Within last 20 years, BSCL had 28 outlets throughout the country. Initially the company served its customers from their own outlets.

In the new millennium, Bombay Sweets is a leader in the snack food industry. Their full line of quality snacks currently consists of more than 20 items including potato, corn and cereal based products. All are available in a variety of shapes, sizes and flavors.

They are consistently maintaining the highest standard of service to their customers through their nationwide dedicated sales force team.

The Business Challenge

Being the leading snack food manufacturers of the country, the company has to maintain nationwide distribution channel with a large number of its own sales forces and distributors. The scenario from the initial stage of receiving nationwide sales information and stock status on daily basis was done completely on manual process through phone calls and faxes apart from sending data through postal services. The company was on the plan for a solution that could bring their entire sales channel in a uniform standard of sales data reporting to the Head Office before the day end. The major challenges were:

- Collection of data nationwide without adding major new infrastructure set-up
- Literacy among the sales force in term of data entry
- The number of transaction per sales force are relatively higher
- Automatic updates in their central database

The objectives of the 'Automation Process' were:

- Bringing uniformity in the sales reporting of sales
- Prompt data update in the sales system to take decision on more recent data
- Analyzing based on different dimension like distributors, sales force, stock or SKU
- Better monitoring of the sales force

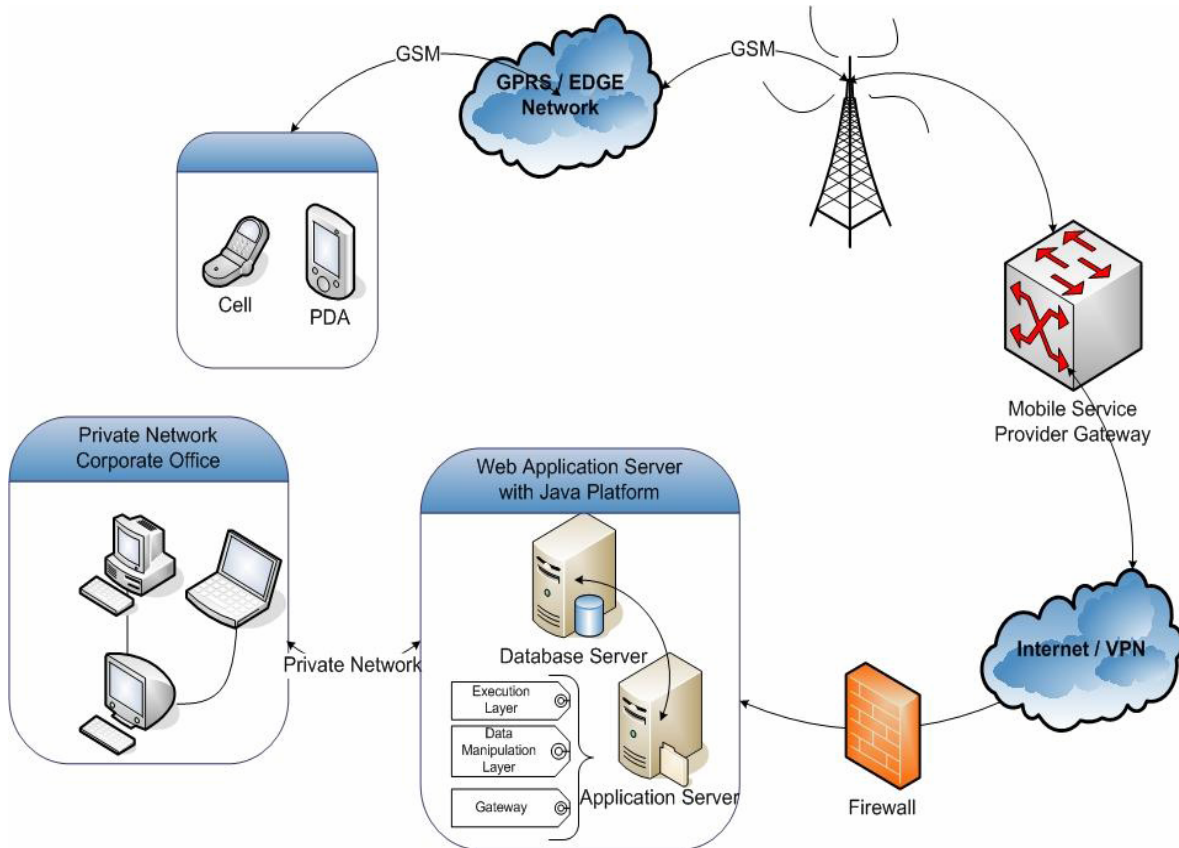
The Solution

Considering the challenges and objectives, Business Automation Ltd. proposed a solution based on Business Express' framework to Bombay Sweets, where all data transaction would be done through GPRS platform from all Cellular networks. Business Express is a framework based on open environment Java 2 Enterprise Edition (J2EE) and Java 2 Micro Edition (J2ME). System comprises of two parts - Server part and client part. Server side uses any industry standard backend data base as per the organization and convenience. Synchronization between client and server was happened using mobile network by HTTP based synchronization using XML format. Strong data encryption and decryption techniques have been used to avoid any mishap.

Application at Mobile/PDA Phone: J2ME has been used as platform as it is open standard and most of the mobile phone OS are compatible this platform. The application sends data to the server using HTTP protocol in XML format (i.e. WML). It also use confirmation signal to ensure that data is correctly sent or received. Application has four layer one is gateway the other is encryption decryption layer and the other is authentication layer then the last part is execution layer. Gateway send and receive data then pass this data to the encrypt/decrypt layer, this layer done the necessary job and send the confirmation to the user.

Server side: Server side is divided in two parts, one is application server part another is database server part. Application server receives data through a gateway to avoid any untoward access. Application gateway pass data to the data manipulation layer for necessary encryption and decryption and to check data authenticity, if the data is authentic it send a confirmation to the remote device telling that it has received the proper data. There are reporting options with multiple searching parameters.

System Architecture (Diagram):



The Value Propositions

The solution from Business Automation has resulted positive impact in Bombay Sweets entire Supply Chain Management and overall sales activities. The major impacts are: -

- Receiving nationwide orders by the Distributors on daily basis on the central location on much faster and accurate process. This has improved Bombay Sweet's management in their supply chain planning.
- Real time order by distributors is saving maximum time to process orders or carry forward requests; and in business - Time = Money

- Least investment in infrastructure and training as mobile phones are familiar to the field forces
- Least operation cost per month as the data transaction cost over GPRS is minimum and server processes data automatically, requires less HR time for system management.
- Sending and receiving data is very easier for the field- forces or DSR from their handsets.
- Secured Password protection.
- Restricted administrative access
- View report on web.

For further query, please contact with:



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