

LIVEDIGITAL TECHNOLOGIES PVT LTD



S.R. Deka Group Enhances Operations With Odoo ERP

FMCG INDUSTRY

Introduction

Client: S.R. Deka Group

Location: Mangaldoi, Assam

Employee Count: Over 4000 employees

The S.R. Deka Group, a renowned family-owned business organization with expertise in food and beverage manufacturing, sought to enhance their operational efficiency, streamline processes, and achieve greater scalability while ensuring compliance with industry standards and regulatory requirements. They turned to Odoo ERP as a comprehensive solution to address these challenges.

Challenges:

Complex Operations: The S.R. Deka Group faced the challenge of managing intricate food and beverage manufacturing processes, including diverse product lines and recipes.

Inventory Management: Manual inventory management led to inaccuracies, stockouts, and overstock situations, affecting production and sales.

Production Planning: The absence of a streamlined production planning system resulted in inefficient resource allocation and production delays.

Quality Control: Maintaining consistent product quality and adhering to regulatory standards was a significant challenge.

Expiry Management: Managing food products' shelf life and expiry dates was critical to avoid waste and ensure consumer safety.

Employee Management: Handling HR functions, including leave management, payroll, and employee records, was cumbersome.

Financial Management: Handling accounting processes, including payroll and compliance with financial regulations, was a significant task.

Solution: Odoo ERP with Multiple Modules

1. Sales and POS:

- Odoo's Sales and POS modules were implemented to streamline sales processes and enhance the customer experience.
- A unified POS system allowed for efficient in-store and online sales.

2. E-commerce:

- An integrated e-commerce platform enabled the S.R. Deka Group to expand its reach and cater to online customers.
- Online orders seamlessly integrated with inventory and production.



3. Purchase and Inventory:

- Odoo's Purchase and Inventory modules automated procurement and optimized stock levels.
- Real-time tracking minimized stockouts and reduced carrying costs.

4. Production Planning & Recipes:

- Production planning and scheduling were efficiently managed using Odoo's Manufacturing module, reducing lead times.
- The BOM module ensured accurate and consistent ingredient allocation, enhancing product quality and reducing wastage.
- Demand forecasts were integrated for optimized production.

6. Expiry Management:

- Odoo's batch and lot tracking features enabled precise monitoring of product shelf life and expiry dates.
- Expiry tracking tools ensured timely product rotation and minimized waste.
- Alerts were set for products nearing their expiry dates.

7. Quality Management:

- Quality control checks, documentation, and compliance with standards were efficiently managed using Odoo's Quality Management module.
- Detailed inspection records and quality checks were recorded in the system.

8. Accounting:

- Odoo's Accounting module simplified financial management, including payroll and compliance.
- Financial reporting and compliance checks were automated.

9. Employee, Leave, and Payroll:

- Odoo's HRMS modules efficiently managed employee leave, attendance, and payroll processing.
- Employee self-service features streamlined HR operations.

Results

1. Improved Efficiency:

Operations became more streamlined, reducing lead times and operational costs.

2. Enhanced Inventory Management:

Real-time inventory tracking and automation minimized stockouts and excess stock, improving inventory control.

3. Streamlined Production:



Efficient production planning resulted in optimal resource allocation and production efficiency.

4. Quality Assurance:

Consistent product quality and compliance with regulatory standards were achieved.

5. Seamless Customer Experience:

Integrated sales and e-commerce systems improved the overall customer experience.

6. Compliance and Financial Management:

Compliance with financial regulations and streamlined payroll processing were achieved.

7. Scalability:

Odoo's modular architecture allowed for scalability as the S.R. Deka Group continued to grow.

8. Employee Productivity:

HR functions were simplified, enhancing employee management and payroll accuracy.

Conclusion

By implementing Odoo ERP with multiple modules, the S.R. Deka Group successfully addressed operational challenges and transformed its food and beverage manufacturing business. The integrated system optimized sales, inventory, production planning, quality control, expiry management, Finance and HR functions. This comprehensive solution not only improved operational efficiency but also positioned the S.R. Deka Group for sustained growth and success in the competitive food and beverage industry.

Contact us at

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