



## eXensys Micro Vertical Solution

**Micro-Vertical – Consumer Durables & IT**

# Agenda

*Industry Overview*

*Industry Characteristics \ Highlights*

*Key Processes 'n' Challenges*

*eXensys Best Practices*

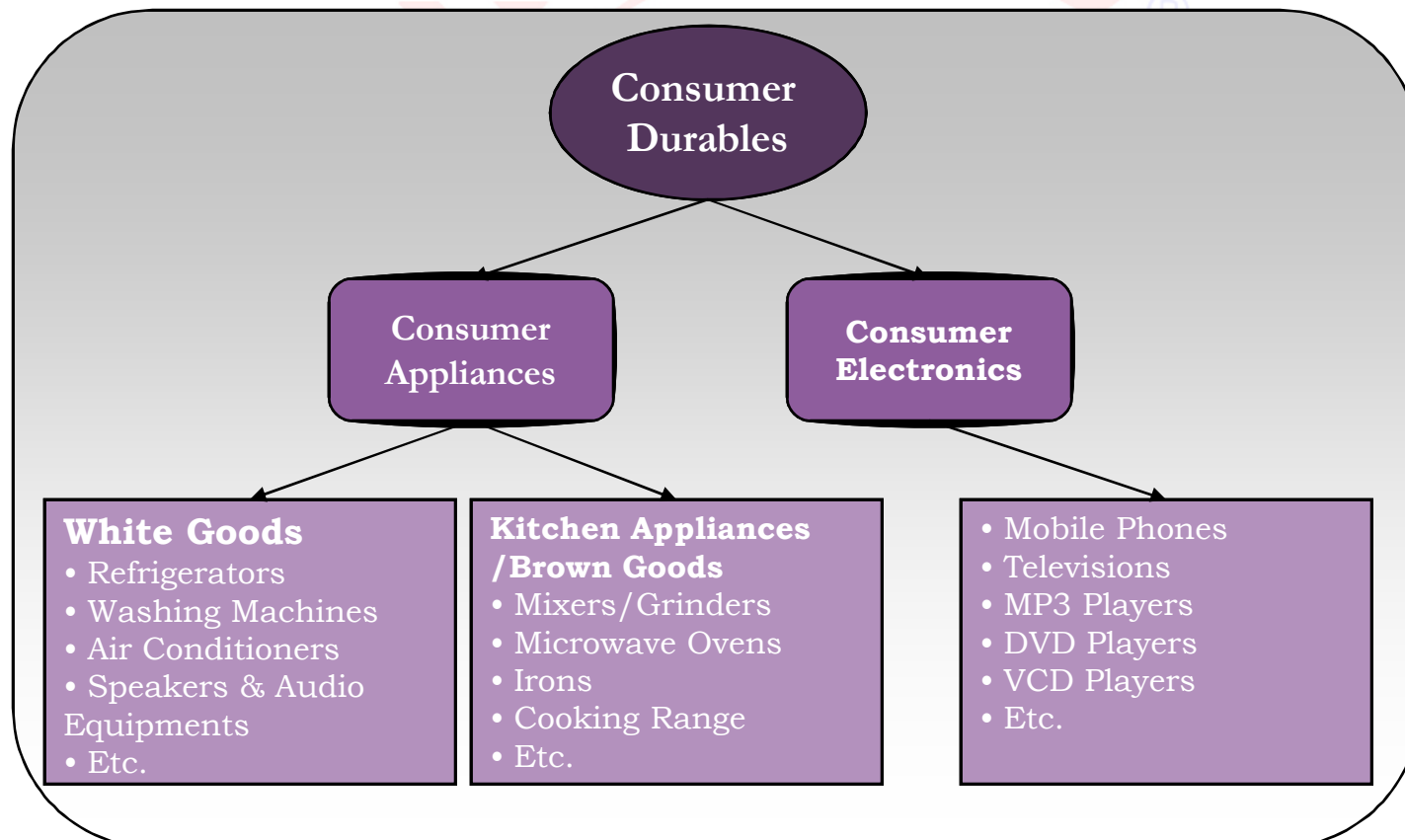
*eXensys Solution*

# Industry Overview

## Micro-Vertical – Consumer Durables & IT

The Consumer Durables products primarily comprise of two sub-categories:

- Consumer Appliances
- Consumer Electronics



# Industry Overview

## Micro-Vertical – Consumer Durables & IT

- IT Hardware products are broadly classified as:
  - Desktop Computers
  - Notebooks
  - Computer Accessories
- Desktops and Notebooks are supplied by established global players
- Computer accessories are supplied by Global, Domestic and Chinese manufacturers

Business Performance Sustained

# Industry Characteristics

## Micro-Vertical – Consumer Durables & IT

- Major Aggregator of Demand
- Provides Supply primarily to unorganized retailers
- Primarily multi-branded
- Present in all cities across the country
- Facing stiff competition from organized retailers as the latter directly procure from manufacturers

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Business Performance Sustained

# Key Processes 'n' Challenges

Micro-Vertical – Consumer Durables & IT

## Key Processes

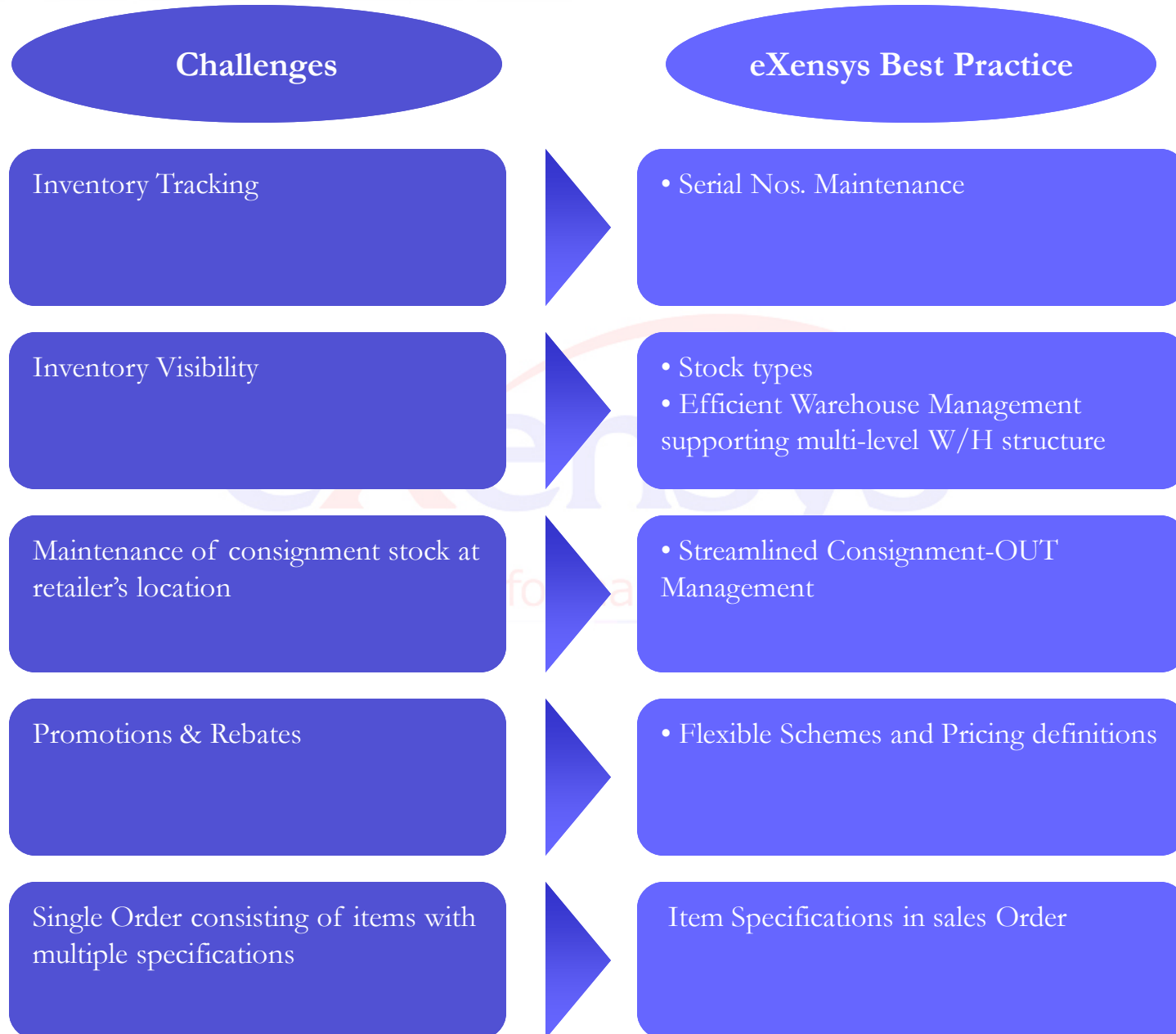
- Efficient Inventory and Warehouse Management
- Sales Order Booking
- Pricing and Schemes Management
- Sales Order Fulfillment
- Returns Management
- Purchase Management

## Challenges \ Pain Areas

- Inventory Visibility and Tracking
- Maintenance of consignment at retailer's location
- Managing Promotions (Vendor Schemes & Wholesaler Schemes) and Rebates
- Single Order consisting of items with multiple specifications
- High customer lead times
- Low profit margins
- High Procurement costs

# eXensys Best Practices

## Micro-Vertical – Consumer Durables & IT



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## Micro-Vertical – Consumer Durables & IT

