



FACTORS AFFECTING SALES IN A MANUFACTURING ENTERPRISE

Manual Quote & Estimate Generation



Manual Data Compilation

Gathering Material Cost, Labor Cost, Procurement Cost, Vendor Services information from various disconnected data sources.



Manual Quote Preparation

Calculation of various costs, creating detailed quotation & estimate including breakdown.



Disadvantages

- ▶ Immense preparation time.
- ▶ Longer approval & modification time.
- ▶ Largely error prone.
- ▶ Losing the quotation race to competitors.

Lack of Visibility to Customers



No Order Status for Customers

Customers do not know the status of what's going on with their order and when it would be delivered.



No Access to Order Details

Customers do not have access to sales invoice, material certifications, shipment details, location tracking etc.



Loss of Reputation & Trust

Absence of such a customer management system affects customers' business operation plans, and diminishes the trust they have on the manufacturer.

Manual Order & Contacts Management



Manual Lead Management

Prospect enquiries and leads are manually recorded and stored in spreadsheets, papers, notebooks, notepads etc.



Shop Floor Inefficiency

Work orders are manually generated with inputs from the Sales Order & sent to the shop floor. Little visibility on total work orders required to be catered.



Inaccurate Sales Forecasts

Historical records required to forecast sales and demand are either missing, incomplete or factually inaccurate.

Inefficient Customer Service



Lack of Timely Information

Service personnel can't collect the right data i.e. job status, delivery timeline, shipment details, invoice status etc. stored in different forms and inform the customer on time.



Reduced On-site Service Efficiency

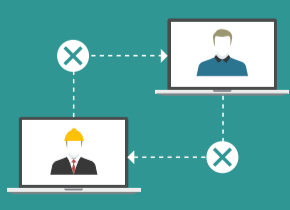
Service technicians visiting customers for repair don't have the means to access historical customer data, product manuals, spare parts availability.



Low Customer Satisfaction

Lack of proper and timely information leaves customer totally dissatisfied and frustrated. Satisfaction is at all time low and reputation is nought.

Broken Supply Chain



Lack of Visibility & Communication

Lack of proper communication with suppliers hits timely material shipments thereby affecting production & product shipment to customers.



Reduced Product Quality

With no visibility to supplier performance, quality parameters, shipment status and purchase history, quality is affected thereby impacting future sales.



Shipment Delay

Inconsistent inventory levels > Untimely procurement request to suppliers > Delay in stocks arrival > Long wait at the shop floor > Delay in production & dispatch.