



## Challenges faced by FMCG Businesses: How can Digital Transformation help?

Some of the typical business challenges faced by FMCG manufacturers are:

- Need to create an omnichannel, seamless experience for the customer across e-Commerce and Brick-and-Mortar stores.
- The imminent introduction of GST is likely to disrupt the entire structure of India's distribution, warehousing, and logistics operations.
- Managing inventory in the pipeline across multiple warehouses and stockists.
- Tracking secondary and tertiary sales and the logistics related to the replenishment process.
- Effective sales force and store operations management - sales targets, incentives and rebates along with promotions.
- Retaining customer loyalty in the face of severe competition

[Affordable Business Solutions](#) has enabled FMCG manufacturers to address business challenges for over 12 years. Our strong understanding of the FMCG business has been embedded in ABS Baadal - an Industry Vertical Solutions for FMCG Manufacturers that includes a suite of pre-configured ERP/ CRM/ Business Analytics solutions offered on the Cloud Computing model.

To manage operations, a leading Pharmaceutical Company formed with the objective of profitably marketing ayurvedic/ herbal products leveraged [ABS Baadal](#), and realized the following business benefits:

- Access to real-time data on sales, sales returns, and inventory at different locations across India – enabling them to track sales and inventory on a daily basis and facilitating accurate business information on actual sales and stock position
- Empowerment of users to access the application from anywhere
- Faster report generation enabling better structuring and maintenance of records and transactional data

Share your thoughts and responses on [ABS Linked-In](#). To inquire about our services, mail us on [absbaadal@abs.in](mailto:absbaadal@abs.in). Learn more about our clients and how they've overcome their business challenges [here](#)

