



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. ABS also offers business consulting to enable you to embrace LEAN/ Global Manufacturing Excellence practices.

With revenue of Rs.35 Crores, India's leading manufacturer and exporter of paper tissues had limited information on its supply chain. It lacked the insights into its secondary (retailer) and tertiary (end user) point of sale. [ABS Baadal](#) enabled insights into the entire supply chain, and hence helped boost sales and the bottom line as a result. Additionally, the company noticed:

- Reduced financial closing time i.e. the time taken for their month-end closing and accounting process had drastically reduced from 15 days to 3 days resulting in 75% savings
- Improvement of visibility in inventory and the entire supply chain
- Optimization of inventory and reduced inventory holding cost by 5%
- Real-time access to business information

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

