

Pratham
**Business
Suite**



excellent
business solutions
delivered!





About

In this Era where retail chain owners are in aid to streamline customer flow, enhance the customer experience, and boost sales. We got you an excellent solution delivered.

Introducing **Pratham POS**, which is a completely customizable retail solution with a simple (UI) User Interface that increases productivity and monitors real-time data.

This industry-leading, next-generation retail chain solution is robust, reliable, and has all the essential features you need to run your business efficiently.

The software enables administrators to access remotely from any location with an internet connection and provides real-time data monitoring, allowing you to monitor business operations and increase efficiency from the comfort of your home.



HUSTLING..

To Streamline your
Business Operations ?

— We have a **solution!** —

Everything Everything Everything

we do is designed around
beneficial change for our customers.



What **Pratham POS** gives you?



Better
Inventory Management



Simple Invoicing &
Quick Payments



Access to
Real Time Data



Track Real Time
Business Operations



Improve **(CRM)**
Customer Relationship
Management



Increase Employee
Work Efficiency



just don't hear great,
**experience
great!**



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Advantages of

PRATHAM POS

at your store.

So, before you go ahead and implement POS, Dive into the benefits we've outlined below. The benefits explain why tracking and maintaining your sales data with a smart system is critical.

As a result, you can compare it to any traditional sales tracking method and see how POS can drastically change your business activities -

- Smart Inventory Management
- Invoicing is Super Easy
- Made Payment Process Simpler
- Ensure the Security of Customer Data
- Better Customer Order Management
- POS Helps to Maintain a Central Pricing Consistency
- Tracking the Activities of Your Staff
- Provide Real-time Data
- Enhance Customer Service Experience
- Tracking Business Growth with Better Report and Analytics
- A Complete Automated Workflow



SMART Inventory Management

With real-time data, a POS system can help you control your inventory. It keeps track of all transactions, allowing you to check your retail store's inventory situation at any time.

Let us take you through the steps.

A POS system keeps track of your inventory.

When you receive your inventory, the POS software assists you in cataloguing the available products by simply scanning them with the product's quantity and categories. When an item is sold, it is immediately removed from the catalogue.

The entire process allows you to see how many products have been sold and how many remain for the following day. You will eventually be able to take the necessary steps to improve your inventory management.



SUPER EASY Invoicing

There could be various invoices in a retail store, such as sales, purchases, consignments, and rentals, to name a few. A point-of-sale software programme can help you generate these invoices, keep track of them, and organize them in a database. As a result, whenever you require them, you can quickly check or print them.

An invoice typically includes transaction details such as the items sold, the quantity, pricing information, time, or parties involved. These are critical, especially for your accounting section. A point-of-sale system speeds up and saves time in this transaction.



SIMPLER

Payment Process

Before POS, payment systems were never as simple. When your sales process is POS enabled, a customer can easily select a product, and all you have to do is scan the product code. The POS machine then accepts a few payment options (cash, cards, etc.), generates instant cash statements, and securely stores sales data in the database. All of these actions would take only a few seconds.



SECURED

Customer Data

Secured customer data is one of the most well-known benefits of the POS system. It protects the customer's data. When a customer makes a purchase and wishes to pay with their debit/credit card, a POS allows them to do so.

As a result, it provides complete security for your customer's financial information, instantly making a good impression and developing trust between you and the customers.

The retailer's bank typically provides POS machines, and your POS system only saves transaction details and financial statements. The customer and the bank keep the encrypted card information and password private.

"Data breaches dropped by 19% in 2020, but information security remains a top concern for many businesses. Many POS systems include 256-bit level encryption, password tools and two-factor authentication. It's also highly recommended to check out customers using software with end-to-end encryption (E2EE)." -

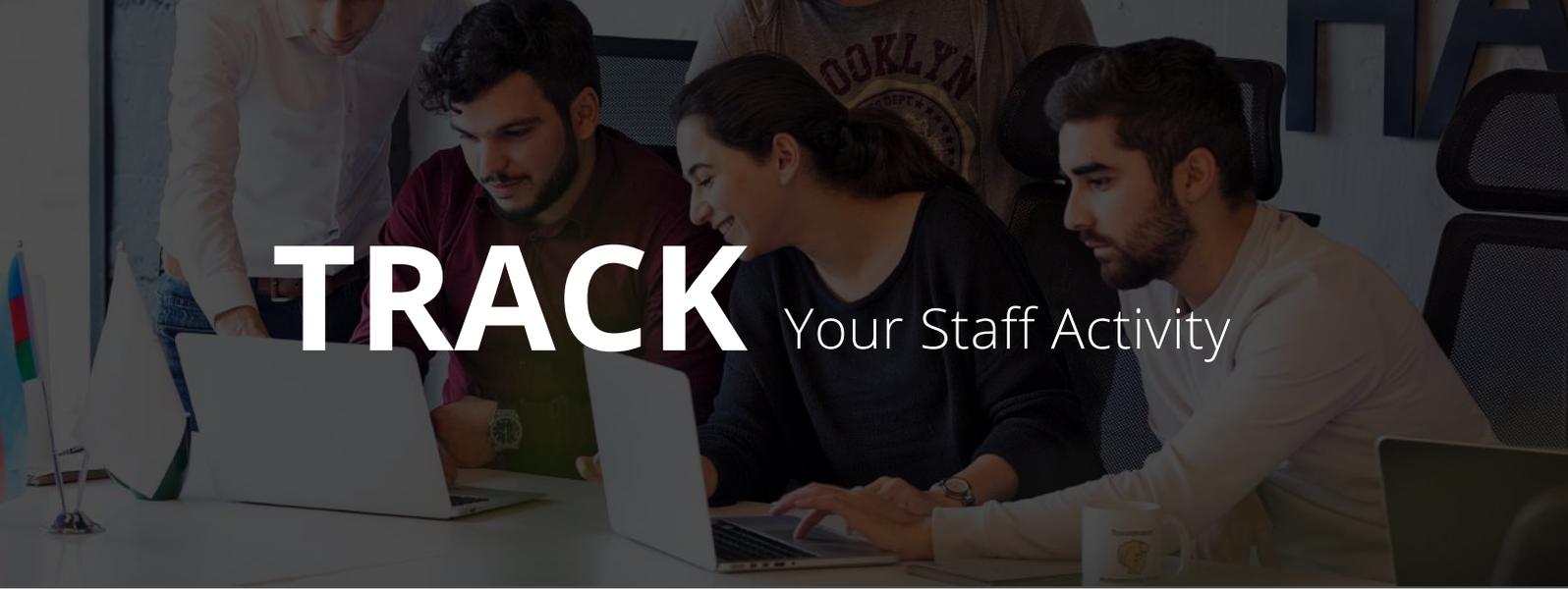
Forbes



BETTER

Customer Order Management

You can place an order in a POS system whether the product is in stock. For example, suppose someone wants to buy a specific electric shaver you don't have in stock. Still, with a smart POS system, you can quickly add that order to your catalogue. Also, link that order to the customer who placed it. So, whenever that electric shaver is restocked, your salesman can call the customer and inform him that the product is now available.



TRACK

Your Staff Activity

When a retail store has a POS system, it is easier to monitor any of the employees' activities. Because every salesperson in a POS-enabled store is linked to the sales, they made. As a result, you can easily monitor your salespeople's performance directly from the POS database.

It will make it easier for you to evaluate employees. As a result, you will no longer need to check papers or lists or ask your managers who are performing well because you will have all of the information you require in one place.



PROVIDES

Real Time Data

One of the most notable benefits of a POS system is that it collects real-time data. The POS system extracts sales data and other relevant information from the history of all transactions in your retail store. As a result, as a manager or store owner, you can easily monitor your company's performance.

A real-time sales report can help you determine which products are selling well and which are struggling to get customers' attention. This allows you to make important inventory decisions like how much to spend on your next stock, where to place more emphasis, etc.

However, here are some additional important sales metrics that a POS can help you collect:-

- Items Per Purchase
- ATV (Average Transaction Value)
- Sales-through Rate
- Conversion Rate
- Cart Abandonment Rate
- Gross Margin
- Customer Retention Rate, etc



ENHANCED

Customer Service Experience

Even though purchasing something from a POS-enabled store is simple, it improves the customer service experience. As a result, a POS allows for quick scanning, a simple payment process, and overall time savings.

Furthermore, once someone has purchased from you, you can track their information and process the transaction faster when they return. You can also start membership cards, customer loyalty programmes, or special discounts for your loyal customers. POS systems quickly allow you to identify who your top customers are.

90% of shoppers use customer service as a factor in determining whether to buy from a store.



BETTER Report & Analysis

POS makes it possible to generate real-time reports and analytics. You can improve your business process and inventory with these accurate sales reports. Thus, the entire process assists you in understanding your ROI (return on investment) with the following details -

- Which are the most successful stores in your chain
- Which products are your bestsellers
- Employee evaluation (For ex. your best sales representatives)
- Complete inventory reports
- Yearly sales report
- Most successful marketing campaign
- The most popular deal that attracts more customers, etc

If you examine the details listed above, you can easily track your company's growth and improve marketing strategies, inventory management, and sales processes to generate a higher ROI.

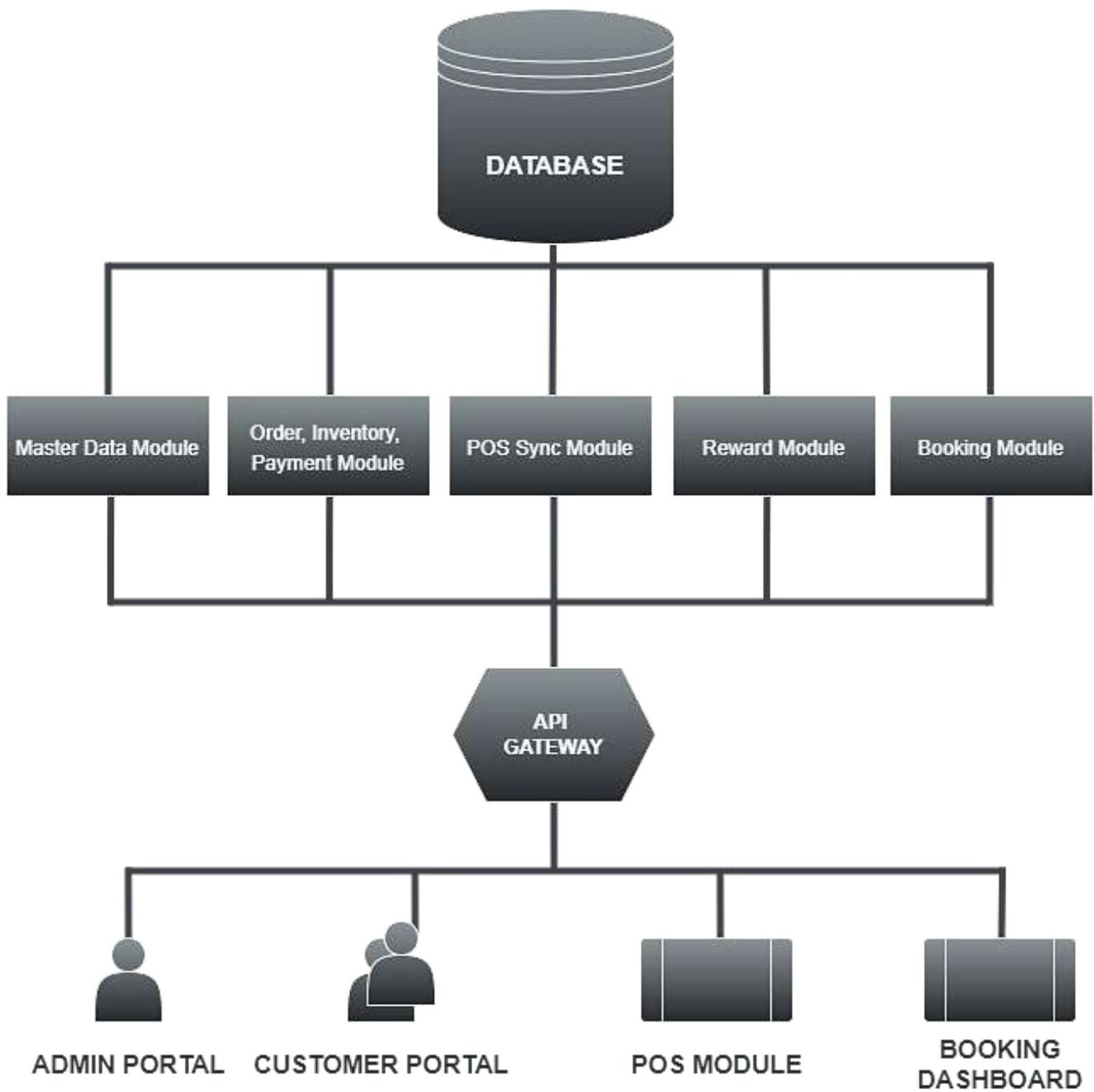
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PRODCUT

Architecture

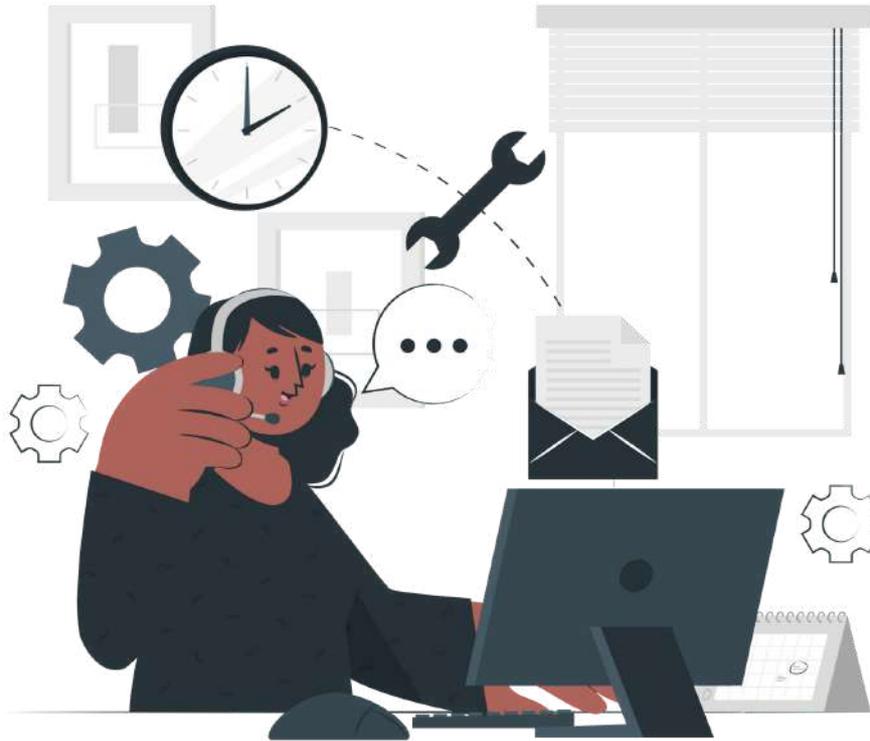




BRIEF Overview



ADMIN Portal



The Admin Portal is a web app component with a user interface. It allows Admin Users to manage CRUD master entities (Store, Product, Price, etc.) and view all business reports about registered stores.

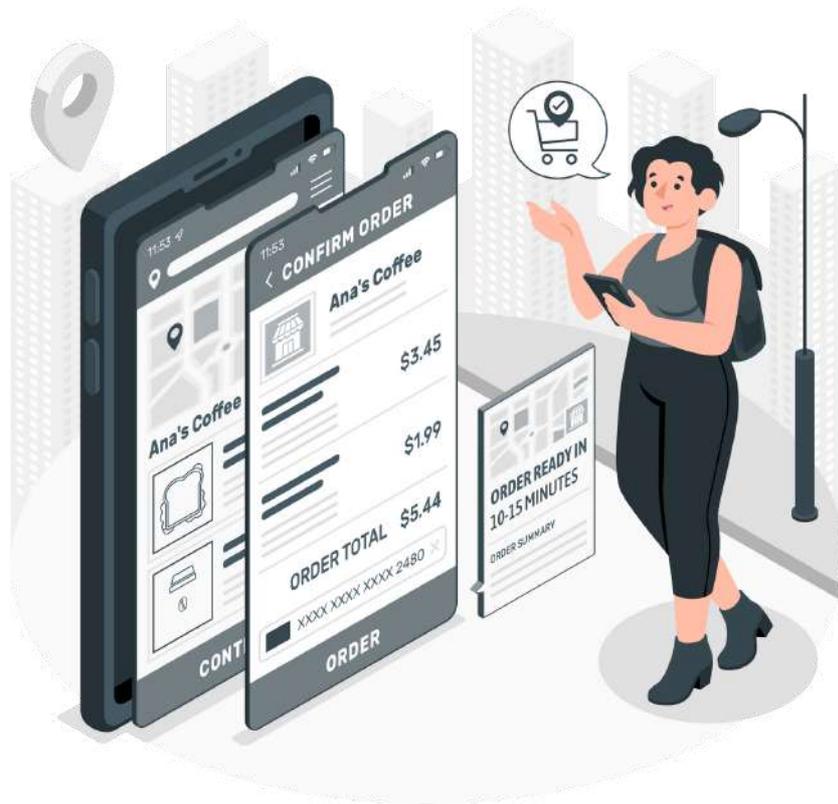
POS (Point of Sale)



POS is a store-based desktop (UI) user interface component. This POS allows store users to generate invoices for services customers have chosen and provides a sales interface.

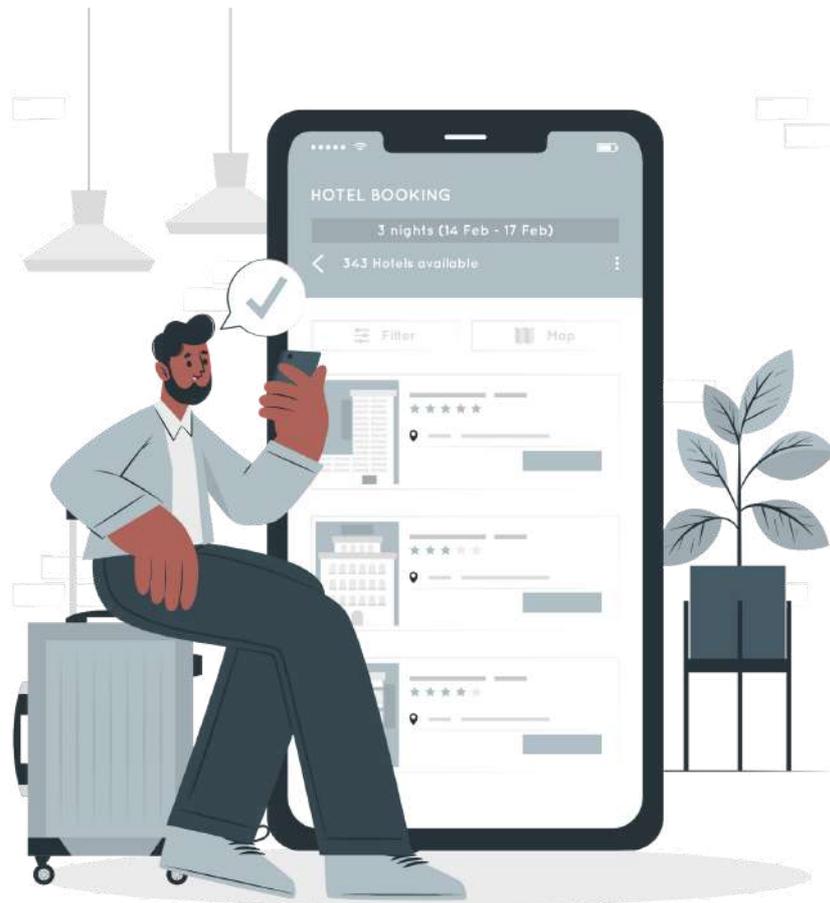
It is an offline component that syncs with the cloud at predetermined intervals or the user's request.

CUSTOMER Portal



Customer Portal is a publicly accessible UI webapp component. It allows customers to buy products and schedule appointments at their preferred store.

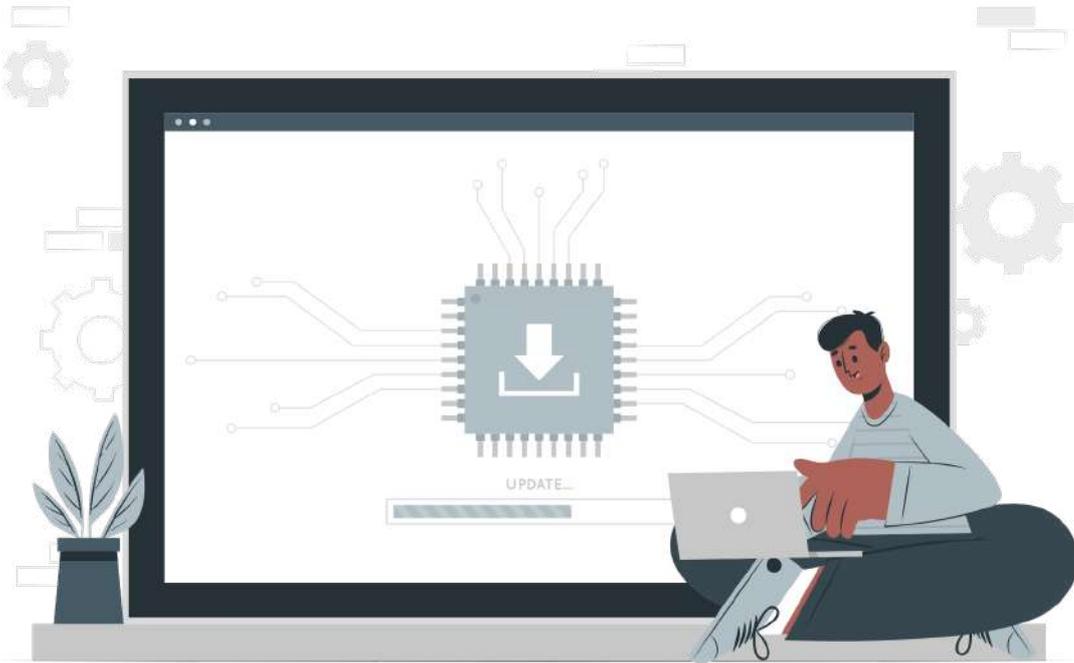
BOOKING Dashboard



Booking Dashboard is available as a web or desktop application that can be integrated with a POS interface. It is a real-time online component linked to a booking web service.

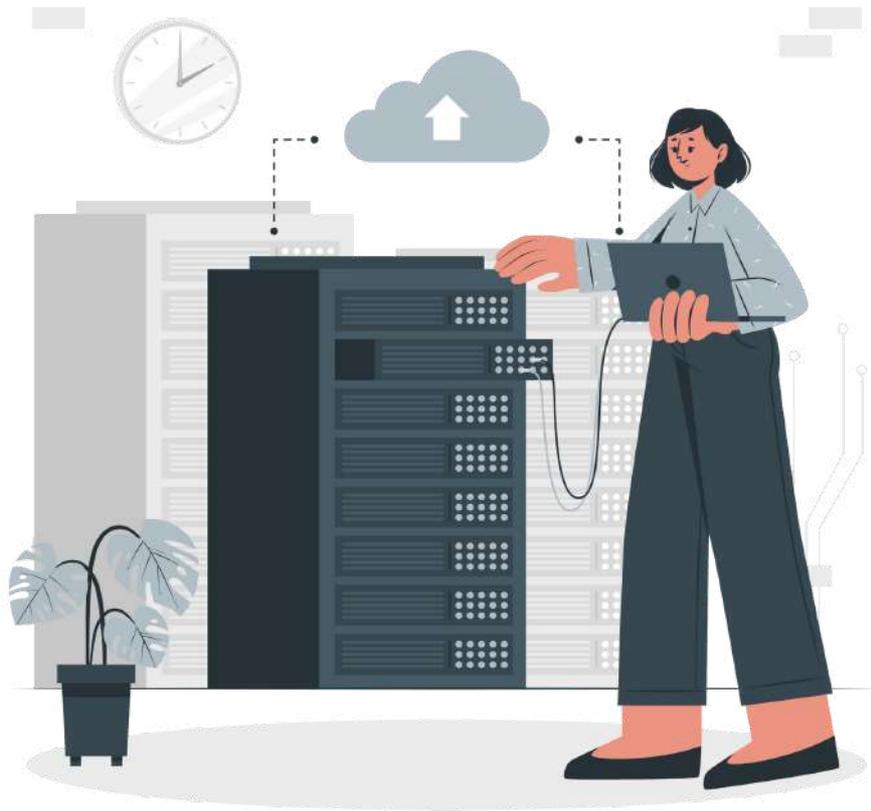
Shopkeepers can use the interface to view (upcoming Customer Appointments) and book new or cancel appointments.

API Gateway



It serves as a barrier between the user interface and the backend components. Technically, it is the single secured endpoint for all UI requests that will be sent to a server.

MASTER DATA Service



It is the responsibility of the web service to perform CURD operations on master data entities (Store, Product etc..)

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USER

Interface & Function



ADMIN



Admin manages all sales agents.



Monitors transactions.



Add/Modify products and inventory.



Setup rewards and offers.



Set up advertisement



Modify transaction if required.



Can visit Dashboard to see how each store is performing.

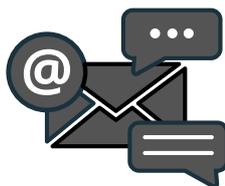
CUSTOMER



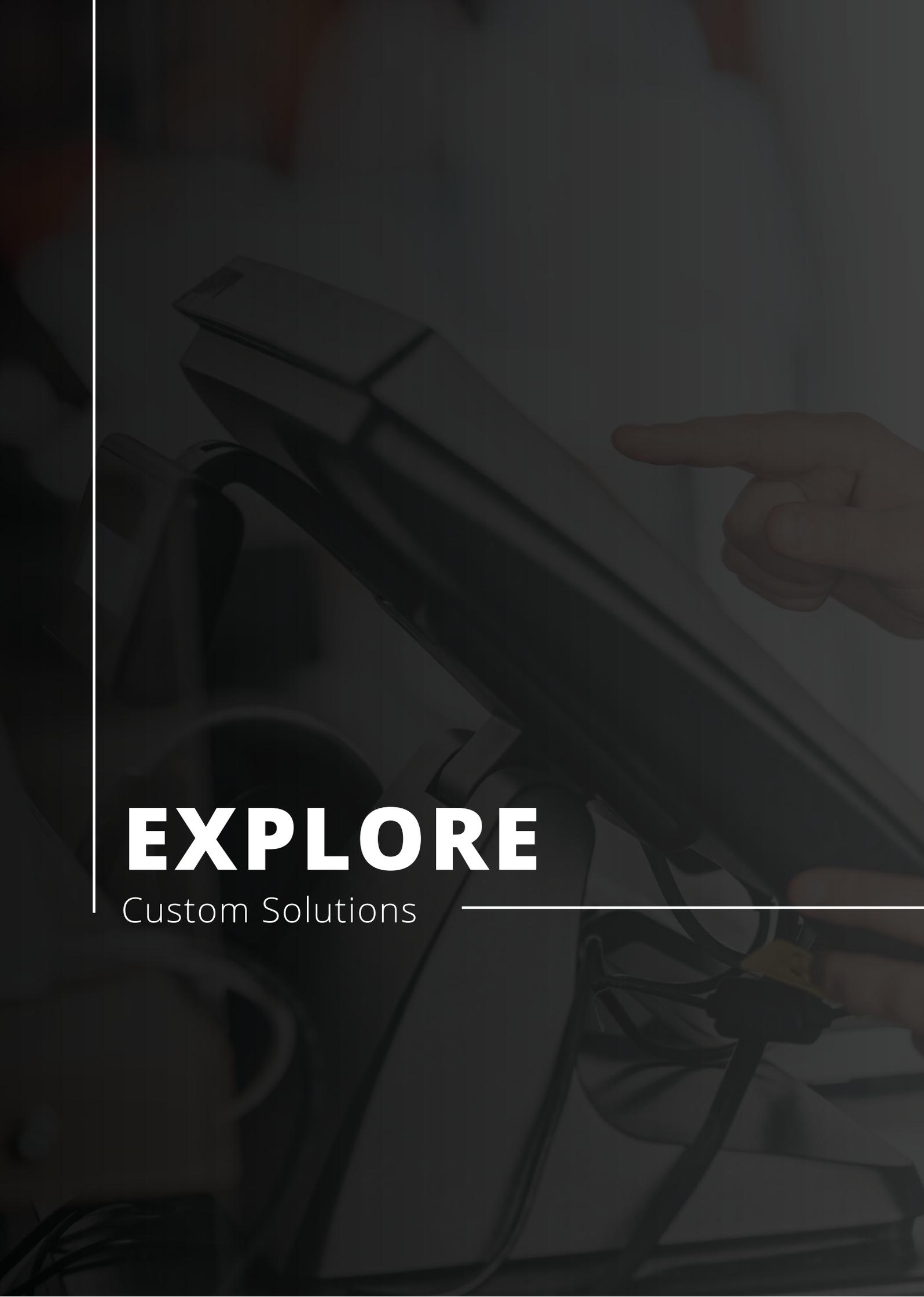
Customers can schedule appointments at any listed stores, and the notification and calendar for that store will update as a result. It displays the available slots.



Customers who use a website can make reservations, view their transaction history, and buy things after creating an account and logging in.



Customers are notified by email of rewards and offers and can access the same on their accounts.



EXPLORE

Custom Solutions

OFFLINE Business Suite

Grow your business with offline version of Pratham Business Suite . Slash costs, improve productivity, and get real-time reporting at your store.

Pratham (Offline Suite)

(Suitable for Single Shop or Small Business Activities)



Offline Suite Offers You -

- Locally Installed system.
- Track Business Operations.
- Low Membership Charges.

CLOUD Business Suite

Grow your business in the cloud with Pratham Business Suite. Slash costs, improve productivity, and get real-time reporting from every store, every time you sign in.

Pratham (Cloud Suite)

(Suitable for Multiple Shops or Large Business Activities)



Cloud Suite Offers You -

- Locally Installed system.
- Track Business Operation.
- Cloud Enabled System.
- !5+ Advance Features and Reports.

FRANCHISE Business Suite

Grow your franchise business in the cloud with Pratham Business Suite. Slash costs, improve productivity, and get real-time reporting from every store, every time you sign in.

Pratham (Franchise Suite)

(Suitable for Franchise Business Activities)



Franchise Suite Offers You -

- Locally Installed system at your each store.
- Track Business Operations & revenue.
- Cloud Enabled System.
- 15+ Advance Features and Reports.

BENEFITS



Simplify head office operations.

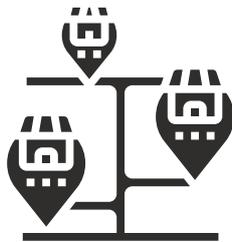
Understanding how your franchises are performing is key to growing your network. Pratham Franchise Business Suite gives you a real-time view of sales & inventory from all stores, every time you sign in. Then applying that business intelligence to new products or price-promotions in-store, via the cloud, is as easy as clicking a button.

Suite gives you a real-time view of sales & inventory from all stores, every time you sign in. Then applying that business intelligence to new products or price-promotions in-store, via the cloud, is as easy as clicking a button.



Scale with ease, not cost.

You have a proven business model. Pratham Franchise Business Suite makes it easy to replicate & grow that model. Clone & deploy new stores remotely. Slash infrastructure costs - there are no servers to buy or networks to maintain. All you need is internet. Vend may even work with your existing franchise POS hardware, saving further capital investment.



Help your franchisees succeed.

Lift inventory turnover rates and reduce stockout with powerful stock management. Know & grow your best customers with customer management & loyalty modules. Benchmark & improve franchisee performance with real-time sale reporting & staff targets.



Finally, a Solution franchisee will love.

Pratham is loved by retailers for its simplicity and elegance. With a modern, easy-to-use interface, Pratham is beautiful, functional & built to the latest web standards. All you need to run Vend is a web browser, so it works with any device - Mac, PC, iPad or Android.

automate your business

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