

CASE STUDY

Spice Retail Ltd.

spice





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Spice Mobiles by Spice Retail Ltd. (formerly Hotspot Retail Pvt Ltd) is one of the fastest growing mobile internet devices company in India. With a customer base of over 20 million and an annual volume of over 8 million devices, the BSE/NSE listed, Spice Mobiles has the market share of nearly 4-5% of the Indian mobile devices market.

With a brand ideology that seeks to be the catalyst that enables the common man to keep pace with the social changes through technology, Spice has been the bridge connecting small town aspirations with big dreams. Spice Mobiles has been gradually consolidating its stand in the smartphones business while having already been a strong player in the feature phones segment.

Spearheaded by Mr. Dilip Modi, Chairman, Spice Retail Ltd, Spice has business operations spanning across India, Singapore, Malaysia, Thailand, Indonesia, Nepal, Uganda, Zimbabwe and Sri Lanka.

Known for innovation, Spice was the first Indian brand to launch a full high definition smartphone. The company has to its credit several firsts including the Dual SIM phones – across GSM, CDMA, Triband & Touch Screen PDA and smart devices on Android platform. Along with being the first company in India to roll out the latest version of Android Lollipop for its customers, Spice mobiles were the first to announce the global premier of the world's first movie phone at the World Mobile Congress, Barcelona in February 2008.

Spice Mobiles has won the prestigious Golden Peacock Innovation award in 2014 for being the first to launch a smartphone with a 5MP Wide Angle Front Camera. It had won the Golden Peacock Innovation award for India's 1st 3D phone in 2010 and for the country's 1st Dual sim phone in 2007. Spice Mobiles has also been featured in Forbes 2010 Asia's 200 'best under a Billion dollar' Companies.

Customer Facts

Number of stores: **300+ stores**

Business segments: **Mobile Devices**

Retail formats: **COCO and FOFO stores**

Locations: **India**

Key Store Statistics

Store size (average): **75 sqm**

SKU's (average): **1,000 units**

No. of sales tickets (average): **2,000+ per month**



ETP V5 Solution

ETP V5 Omni-channel Retail Solutions implemented at Spice Retail Ltd. include ETP Store - POS, CRM, Pricing and Promotions, Warehousing, ETP Supply Chain - Merchandise Management, Tax management.



Business Needs:

- POS integrated with CRM across all company-owned and franchise stores
- Centralized control of sales pricing and discounting for mobile phones
- Proactive alerts on aging stocks with efficient replenishment model for the supply chain
- Product performance analytics for various categories placed in the large format stores
- Stock visibility and control across the retail stores and warehouses
- Management of franchise stock replenishment



Business Benefits:

- An end-to-end integrated solution with increased information accuracy
- Daily cash flow management and reconciliation up to the head office level
- 'Ease of transfer' of mobile phones from one store to another to fulfil customer demand
- Inventory visibility across stores to make timely decisions
- Dynamic pricing with a centralized solution platform to maintain data integrity
- Fast and easy deployment of solutions across different geographical locations
- Easy-to-use POS with integrated CRM to increase customer service levels
- User-friendly solution enables quick adoption by the large number of end-users at the stores



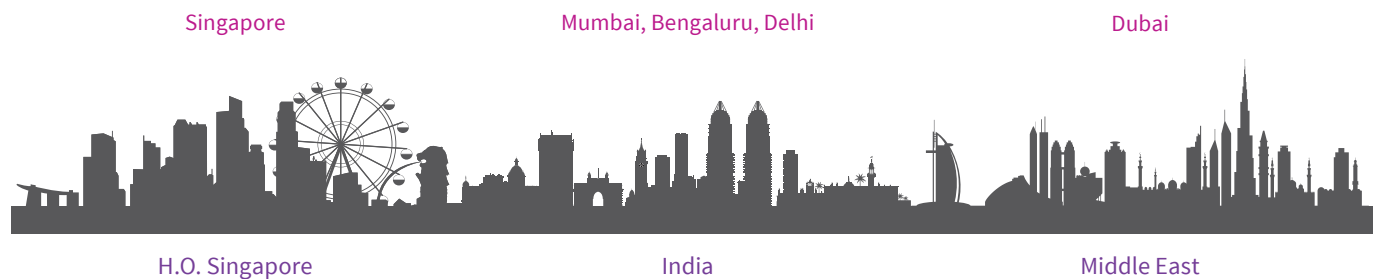
Project Objective:

- Fast roll out of POS to enable business growth
- Enable "hub and spoke" model of inventory control and replenishment for high value handsets
- Integrate the warehouse operations with stores for inbound and outbound
- Improve service levels with intuitive CRM fuelling in-store and promotional interactions

**“Hub & Spoke”
model: ‘Ease of
transfer’ of high
value handsets from
one store to another**

- Ability to track warehouse fulfillment rates between distributors, dealers and retail stores
- Integration with financial systems for accounting and financial controls

Every year, 50,000 retail associates use ETP to serve 150,000,000 consumers, selling USD 5,000,000,000 of merchandise. More than 300 brands in over 20 countries, across 10 time-zones, in 200 cities, at 25,000+ stores, in 5 languages run on ETP.



We are also present in the following countries: Australia, Bahrain, China, Egypt, Hong Kong & Macau, Indonesia, Iraq, Jordan, Kuwait, Malaysia, Oman, Qatar, Saudi Arabia, Thailand, The Philippines, Tunisia, Uzbekistan, Vietnam and Yemen.

Founded in 1988, ETP is the leading Omni-channel Retail Solutions company headquartered in Singapore and present in more than 20 countries across Asia Pacific, India and the Middle East. ETP's omni-channel solutions are adopted by market leaders in Retail, Distribution and Manufacturing. ETP has executed over 500 enterprise software projects in over 20 countries at 25,000+ stores and 100+ warehouses and factories. ETP's unique value proposition is its ability to deliver, create innovative products and the domain expertise delivered by hundreds of its consultants embodying ETP's best practices.

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