

# CASE STUDY

Big C Mobiles Pvt. Ltd.



## Big C Mobiles Pvt. Ltd.



Big C Mobiles Pvt Ltd is the no. 1 Mobile and Accessories retailer in Telangana and Andhra Pradesh states of India, operating 225+ stores in these two states alone.

Big C caters to the Indian consumer's choice with widest range of mobile phones.



**16** years  
of Excellence

**5** crore+  
Satisfied Customers

**225** +  
Showrooms

### Customer Facts

#### 1. Big C Mobiles Pvt. Ltd.

Number of stores: 225+ stores  
Business segments: Mobile and Accessories  
Retail formats: Brick & Mortar  
Locations: Telangana, Andhra Pradesh, Tamil Nadu

#### 2. Lot Mobiles Pvt. Ltd.

Number of stores: 175+ stores  
Business segments: Mobile and Accessories  
Retail formats: Brick & Mortar  
Locations: Telangana, Andhra Pradesh

### Key Store Statistics

Store size (average): 50 to 80 sq. mtrs  
SKU's (average): 45,000+  
No. of sales tickets: 50 to 80 per day

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# ETP V5 Solution

ETP V5 Omni-channel Retail Solutions implemented for Big C - include ETP Store, ETP EAS, ETP Accelerator, SAP integration pack & ETP Integrator



## Business Needs:

- Need for a single end-to-end & scalable solution which can integrate with SAP.
- Mobiles being a high value product, Business and Operations want very tight control over the inventory.
- Handsets are frequently moved from one store to another as per the business needs. Hence, speed of executing such transactions and tracking is required.



## Project Objective:

- Daily availability of sales data to help in reporting.
- Better promotions management to improve sales.
- Implementation of standard best practices of retail solution & have unified processes across all stores.



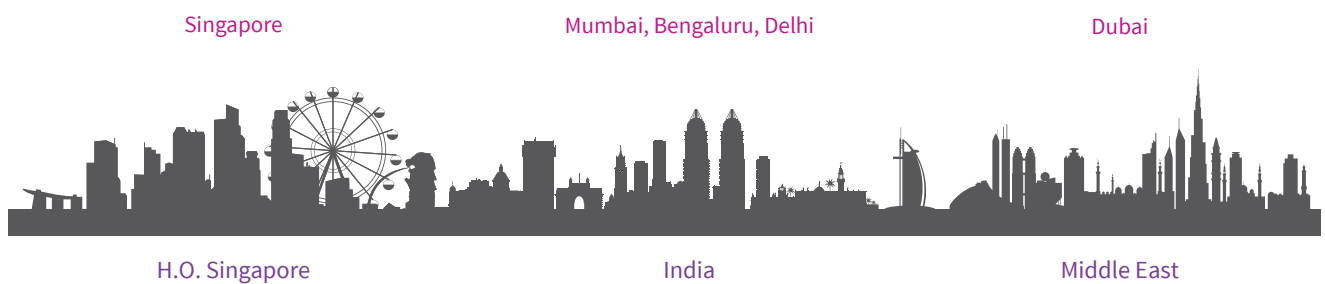
## Business Benefits:

- Daily availability of sales information across stores helps in closely monitoring Sales and Inventory levels, leading to better replenishment planning.
- Customer Information & CRM enables Big C to target the relevant category of customers.
- Promotions management tool helps in rolling out new promotions to stores centrally.
- Integration with SAP ensures smooth and hassle free flow of Masters and transactions.
- ETP's strong inventory management module, enables Big C to manage the inventory at store level and also track inter store transfers.
- Inventory management of Free Gifts.
- By implementing Dispatch Order / Receive Order flow through real-time Web Service calls, immediate stock movement from one store to other can be tracked to serve the customer waiting at other store better.
- Scanning of IMEI number instead of Item Number. This has reduced the time considerably in scan/entry of item number and then entering IMEI of handsets.
- Automated single credit card swipes at the counter through EDC Integration has reduced transaction time, increased accuracy & helps in loss prevention.
- Integration with Bajaj Finance System has a big business benefit as mobile sales happen with loan from financial institutions. This integration has provided loan amount acceptance in payments through an online web service call and avoided manual intervention, leading to loss prevention too.

**Inventory  
management**  
of Free Gifts.



Every year over 100,000 retail associates use ETP Systems to serve 200,000,000 consumers, selling USD 18,000,000,000 of merchandise. More than 300 brands in 24 countries, across 10 time-zones, in 200+ cities, at 35,000+ stores run on ETP Systems



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

ETP is an Omni-channel Retail Software company serving market leaders in 24 countries across the Asia Pacific, India and the Middle East regions. ETP's solutions include Omni-channel orchestration, POS, Mobility, CRM, Marketing Campaigns, Promotion Management, Order Management, Supply Chain Management and Analytics. ETP has successfully executed over 500 enterprise software projects across 35,000+ stores for 300+ brands. ETP's unique value proposition is its ability to consistently deliver enterprise grade Omni-channel solutions to its customers and build long term strategic partnerships spanning decades.

For more information, email: [info@etpgroup.com](mailto:info@etpgroup.com)