



Distributor Management System (DMS)

The Distributor Management System (DMS) is a key feature of Vasista's Daily Orders application. It provides dairy companies with a comprehensive digital solution for managing their distributors, retailers, sales executives, and other stakeholders on a single platform.

Structural Hierarchy

The DMS solution follows a well-defined structural hierarchy, beginning with the sales executive – a crucial component. Using the 'Market Work' option, sales executives embark on their daily journeys, visiting various outlets and processing sales orders on the move. They can select specific routes under a distributor, aided by map views for accurate navigation. Additionally, they can effortlessly add new outlets by capturing images, which automatically fetches the outlet's address.

Market Summary Analytics

The 'Market Summary' option offers insightful analytics for dealers. It presents detailed information about sales executives, including their work hours, total distance covered, outlets visited, fulfilled sales orders, and more. This feature empowers dairy companies to assess salesperson performance, facilitating accurate invoicing. The menu also displays ordered items from specific vendors and their associated distributors.

Supported DMS Models

The DMS currently supports the following models, with flexibility for customization:

- Retailer Creation, Retailer Orders, and Delivery
- Retailer Creation and Direct Delivery (without Retailer Order)

Users and Functionality

Retailer Creation

- Distributors
- Sales Teams

Order Creation

- Distributors (can place orders on behalf of retailers and submit consolidated orders to the company)
- Sales Teams

Delivery

- Distributors
- Company Delivery Personnel

Product and Price Management

- Distributors
- Sales Persons (or both)

View Access

Distributors and retailers, along with their orders, can be viewed by:


- Executives
- Area Sales Managers
- Senior Managers

Multi-Layered Hierarchy

The system supports multiple layers of sales hierarchy, which can be managed through configurations. Distributor and company sales teams can access various reports using their respective logins.

With the Distributor Management System, Vasista's Daily Orders application provides dairy companies with a powerful tool to streamline operations, enhance sales processes, and improve stakeholder management.

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