GreenStraw - CRM

Sector
- Recycle Industry

Technology
- HTML5,CSS,Laravel,MySql

Company Background
- Recycled product selling, eco-friendly food cafe chain company

Project Overview
- Custom CRM to store, manage and fetch sales and purchased based reports, invoices,along with stock management, brand management, product management and customer management.

Client Background
- The Indian based client wanted to have his own easy to use CRM so he can manage his multiple stores, customers, products and reports all at once instead of creating a stack of excel sheets.

The Challenge
- After the GST implementation on purchase and sales, managing manual reports after each month is a tedious task, so we wanted to implement a feature where in GST can be calculated automatically on one click itself.

- The second challenge was to deliver a system that was easy to use and compute for staff who have no hands on experience of using a tech product.

Our Solution
- We have implemented an easily tweakable and robust solution keeping the scope of CRM expansion with other new future features in mind.The web screen and layouts are designed in such a way that it feels easy and interactive for non tech staff to incorporate the usage of CRM in their daily routine.

Some of the other noticeable features of this web portal are-

- Manage customers, and send email invoices via CRM .
- Helps to manage products and stock as per the brand
- Manage reports with auto GST calculation depending on the product and GST % associated with it..