

Middle East's High-end Perfume Brand, Gissah Perfumes, Chooses BatchMaster as its ERP Partner



Ardiyah, al-Farwaniyah Jan 24, 2023 ([Issuewire.com](https://www.issuewire.com)) - **BatchMaster Software Pvt. Ltd.** is happy to announce the onboarding of its new client, Gissah Perfumes. This leading manufacturer of legendary perfumes is headquartered in Kuwait and successfully maintains its presence in multiple countries like Saudi Arabia, Qatar, Oman, and Bahrain. To manage its heavy customer base and vast operations successfully, this globally established brand was on the hunt for robust business management software

for a long.

Earlier, the company was managing its operations through software named “**Odoo**”. But, with time, the software outgrew the company’s needs and failed to live up to the company’s expectations of having a streamlined production & flawless inventory management. This disorganized production and erroneous inventory management were worrying them and were becoming an obstacle to their growth.

The hunt for a robust ERP that could handle their challenges as well as scale with their growth ceased at “**BatchMaster ERP**”. The company adopted the hybrid model of BatchMaster [ERP on Cloud](#) and [Web](#). This combination will offer Gissah the convenience of managing their business operations on the web as well as on the desktop. Moreover, the result-oriented functionalities and unmatched user experience of BatchMaster ERP will help them streamline supply chain operations and have a managed inventory all the time.

Being a modular business management software, the other beneficial modules of **BatchMaster [ERP for fragrances](#)** such as Formulation, Vendor management, production planning, and scheduling, sales & purchase, MPS/MRP, etc. will give a competitive advantage to the Gissah.

Speaking on this new association, Mr. Sanjay Panjwani, Managing Director of BatchMaster Software Pvt. Ltd. extends sincere gratitude to the pharma company for partnering with them and assures of fulfilling every ‘product, implementation and support’ requirement satisfactorily.”

About Gissah Perfumes

Gissah is a rich perfume brand based in Kuwait and has business in other countries too, establishing it as a global brand. The niche of its exclusive perfumes is evidence of the company’s entrepreneurial vigor in creating an eminent image all over the world.

About BatchMaster Software

BatchMaster Software is one of the market leaders in offering [enterprise resource planning software](#) solutions for the process manufacturing industries. Through a vast industry experience with over **2500 implementations** worldwide, BatchMaster clearly understands the unique industry challenges and offers ERP solutions that support industry-specific functionalities, and handle critical processes of the micro-verticals. BatchMaster helps organizations streamline their operations, bring down costs, increase profits, and manage compliance and safety to keep their customers happy and satisfied.

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