

How This Young Startup Is Becoming A Catalyst Of Retailer's Growth



Pune, Maharashtra May 16, 2023 ([Issuewire.com](https://www.issuewire.com)) - Indian retail is one of the most unorganized markets in the world. It is scattered, unorganized, and needs digitization at its core. While other industries, such as manufacturing, integrate cutting-edge technologies everywhere; retail has mostly remained non-digitized. This non-digitization of retail operations is the biggest barrier for retail brands regarding optimization and expansion.

To tackle this issue, GrowmaxBI offers several [retail intelligence solutions](#) that digitize and automate traditional retail operations. It offers them real-time field visibility and control using data-driven tools.

GrowmaxBI offers its clients what they call Sales Force Automation. This solution digitizes field sales and unlocks infinite opportunities for data-driven optimizations.

Tech And Retail

The small retail players operate with zero-to-no visibility in the market. Manufacturers, at most, know the distributor they supply to. Beyond that, they cannot know their key sales, underperforming areas, and field teams' performance.

Secondly, the brands do not have any control over their sales teams once they leave for the market. They cannot track, cannot assign tasks, and cannot ensure compliance from them.

Finally, retail companies have very few opportunities to gain a competitive edge and outrun their competitors. Optimization in retail is a big challenge that every brand struggles to achieve.

Technology as a Solution

All of the above challenges can be eliminated by digitization. Therefore, GrowmaxBI has developed a solution that digitizes data collection, processing, and insight generation right from the roots.

It equips the sales teams with the "GrowmaxBI sales app" that digitizes the entire order collection process. The app collects the sales data digitally and sends it directly to a centralized database. By not using paper-pen methods, GrowmaxBI ensures that the data is communicated in seconds.

After the data is sent to the database, advanced data processing models process the data and generate insights that reflect the real-time performance of the firm.

Finally, at the computer screens of the manufacturers, GrowmaxBI visualizes these insights in intuitive dashboards. These dashboards help leaders make data-driven decisions and optimize their operations for real-time visibility.

Future Plans

GrowmaxBI plans to become a one-stop solution for the entire digital transformation process in retail. In the coming years, it will launch its distributor management solution, omnichannel retailing solution, and other tools to help businesses become data-driven market leaders.

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