

# SDS



It is a comprehensive sales and distribution management system. Various incarnations of this product allow a broad array of clients to fulfill their need in automating sales and distribution activities. With HHT (PDA/Mobile) based order capturing facility and barcode interface the product is now a state of the art tool for sales and distribution process management and MIS generation.

## Feature of the product

- Sales Inventory Management
- Field Force KPI Management
- Order & Delivery management (by Mobile/PDA)
- Market-Promotional-Activity Management
- Data warehousing and MIS Reporting
- VAT management (NBR compliant)

## Benefits of the product

- Increased transparency and efficiency in order collection
- Increased overall control on secondary sales distribution
- Accuracy in sales commission/CLP/claim
- Supports interfacing with third party ERP or data warehousing products

## Highlights

- Enables capturing of secondary sales information
- Makes the CMI (Co-managed Inventory) process efficient
- Increases Distribution, Claim Management, Promotion Management efficiency by 50%

## Representative clients

Unilever Bangladesh, Nestle Bangladesh, Abul Khair Consumer Goods, Transcom Electronics, Transcom Beverages, Shah Cement, Bangladesh Edible Oil, Kohinoor, Chemicals, Orion Group, GrameenPhone, Warid Telecom, Robi

**Number of Installation/ Clients:** 20

**Target Industry:** FMCG, Mobile Phone Operators, Pharmaceutical Companies

“I am glad to state that CEL developed the secondary sales automation system for Unilever Bangladesh Limited. The system is currently being used at more than 100 distribution sites. About 1500 order collectors are using the PDA system. We are happy with our association with CEL.” Mizanur Rashid, Customer Development Director, Unilever Bangladesh.

## COMPUTER EASE LIMITED



CEL is a software company targetting the business application market with affordable, configurable, scalable products. We use state of the art, stable technology to create Web and Desktop applications for FMCGs, Telecom companies, Financial Institutes Pharmaceutical companies, Textile and Garments industries, Financial Institutes and Defense organizations.

Contact Person: Mr. Md. Showkat Hossain, Senior Manager Accounts and Administration, Mobile: +8801711679640  
1/9 Block-A, Lalmatia, Mohammadpur, Dhaka-1209, Bangladesh, Phone: +880-2-9122311, 9111484, 8153330  
E-mail: info@celimited.com, www.celimited.com