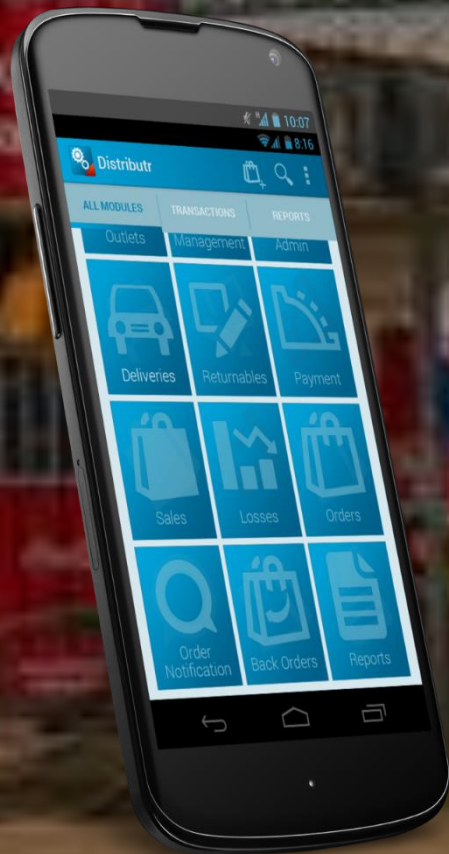


Concept Note: Sales Force Automation, Merchandizing & Demand Creation





VIRTUAL CITY LTD

We are an end to end sales force solutions provider based in Nairobi Kenya with over 16 years of supply chain automation experience in 4 African markets

We use mobility tools with powerful insightful analytics tools to help you drive decision making and build on sales volumes and market share

VIRTUAL CITY'S VALUE PROPOSITION



Our Understanding of Pain Points

▪ **Manual data collection by Sales force which eventually leads to**

1. Too much time spent at the outlet
2. Human errors during data entry. This eventually affects data credibility
3. Longer Order to fulfillment cycle.

▪ **No real-time Dashboards and Analytics to measure**

1. Productivity and effectiveness
2. Sales coverage against thresholds
3. Stock holding at any given time across MT and GT markets
4. Share of shelf and No. of facings
5. Market intelligence especially competitor activity and pricing

Virtual City key Solution Offering

• **Sale Force Automation**

Using a mobile solution to:

- Monitor time management by your sales force team
- Measure productivity on sales done to the clients
- Get visibility on product availability
- Get visibility of stock counts across all customers
- Get visibility of competitors coverage and activities
- Get visibility of your existing universe and outlet coverage

• **Data analytics and Dashboards**

Using a Business Intelligence tool that will enable you have

- Real-time information to enable a quicker decision making process
- Trend analysis to pick up useful patterns for better planning

Key Results

- Understanding of the Retail Market
- Mapping of Potential and Existing Customers
- Determination of Product Coverage
- Determination of Product Availability
- 80% productivity jump of field resources
- 10% average jump in sales volumes
- Reduction in stock outs in key outlets
- Doubling productivity of sales personnel as we keep an eye on each visit
- Ability to reduce use of cash through our innovations built around cashless platforms
- Manufacturers & distributors are seeing improved sales performance as a result of closing the gaps
- We have partnered with marketing companies who also provide the salesforce required (on a need by need basis)
- Empowering customers to build loyalty and drive up value per customer

Virtual City conducts pilots, if need be, to see how best to Automate Value Chain.

Below are our key KPI's for FMCG

KPI's

- Visibility of merchandising activities and sales force
- Productivity with a focus on Time management
- Stock holding at the outlet
- Product Availability and Orders
- Share of Shelf – to get a snapshot of demand from the market
- Keeping track of competitor activity in the market
- Location and Maps

Key Pilot Objectives

- Visibility through GPS and time stamps
- Increased Sales Force Productivity as a result of increased visibility through the Business Intelligence tools
- Gathering Key Market intelligence information including competitor activity
- A good snapshot into stock levels in outlets
- Establish need for re-order levels
- An increase in sales and/or orders

Common Gaps established

- Need for improved productivity by sales teams especially in the afternoons
- Need for improved promotional activities to counter what is offered by competitors
- Opportunity gaps established by some competitors products filling up some of your unutilized facings
- Need for improved relationships between sales people and shelf stockers

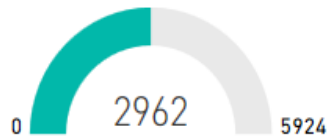
Recommendations

- We advice Clients to invest in devices for a successful roll out
 - ❖ **Android v4.4** and above, **2GB RAM**, preferably 5inch display
- We also recommend on a scalable approach to the Sales Force Automation Project . Starting with Nairobi region then phase it out in other regions.
- We also recommend that clients acquire **Office 365 licenses** so as to have access to the **Power BI Analytics**

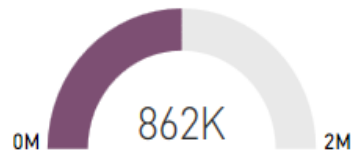
THE ANALYTICS – Orders Analysis

ORDERS BY PRODUCT & OVER TIME

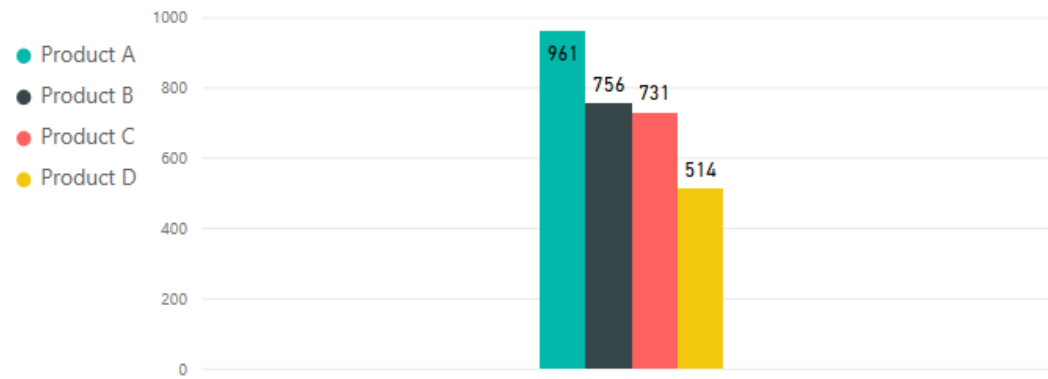
TOTAL ORDERS



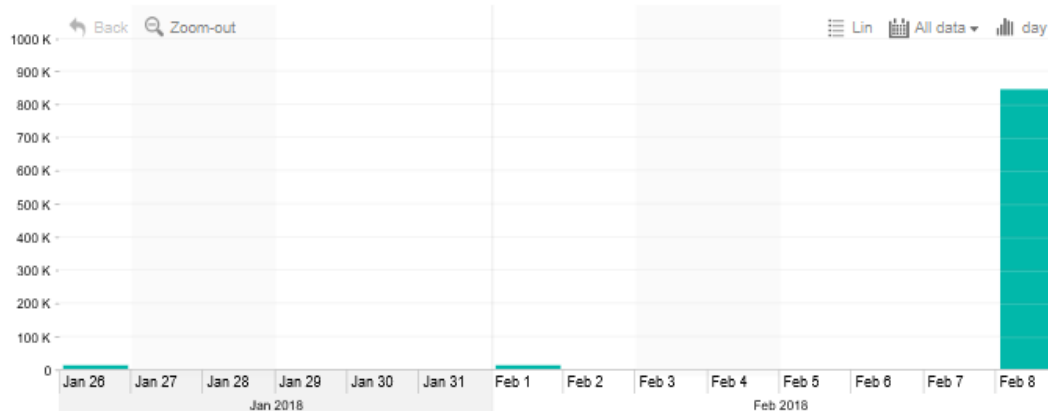
TOTAL INVOICE VALUE



Orders by Product



Orders Value by Date



Total Invoice Value by Route and Ou...

Search

Kisii ☒

● 297900 Nakumatt Kisii

Mombasa ☒

● 194000 Naivas Mombasa

● 11800 Tuskys Mombasa

Kisumu ☒

● 156300 Tuskys Kisumu

Lamu ☒

● 156100 Naivas Lamu

Kakamega ☒

● 46000 Naivas Kakamega

Date

1/26/2018

2/8/2018

- Orders collected from 2 outlets over a period of 1 week were valued at 862000, with 2962 items ordered
- The orders values per outlet and route are also represented.

Outlet	Total Invoice Value
Nakumatt Kisii	297900
Naivas Mombasa	194000
Tuskys Kisumu	156300
Naivas Lamu	156100
Naivas Kakamega	46000
Tuskys Mombasa	11800
Total	862100

THE ANALYTICS – *Orders By Scouts*

ORDERS BY SCOUT

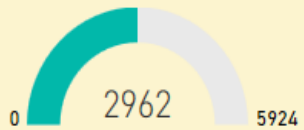
SCOUTS

3

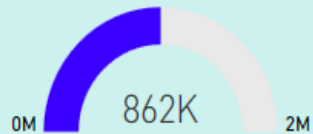
OUTLETS

6

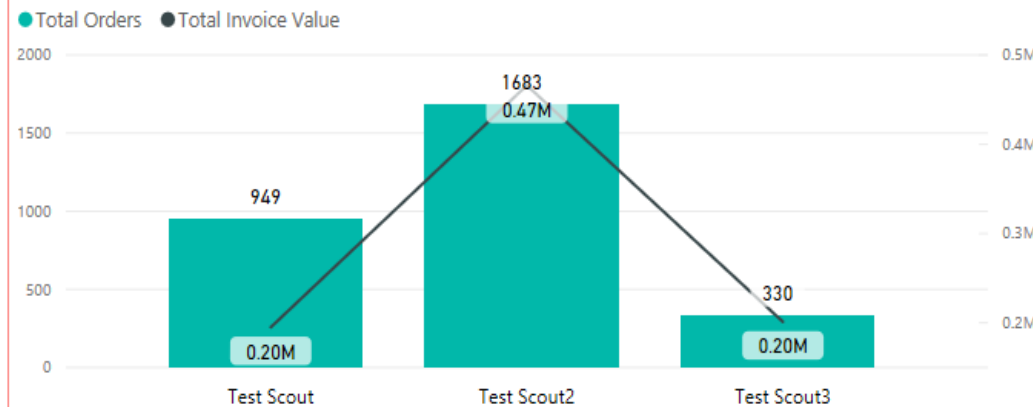
TOTAL ORDERS



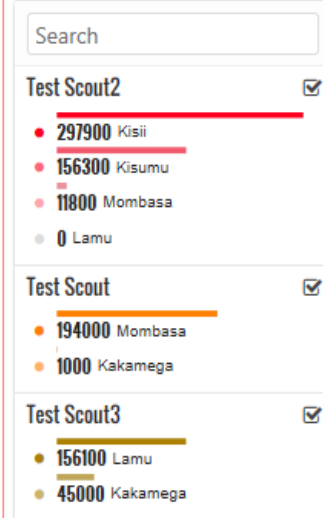
TOTAL INVOICE VALUE



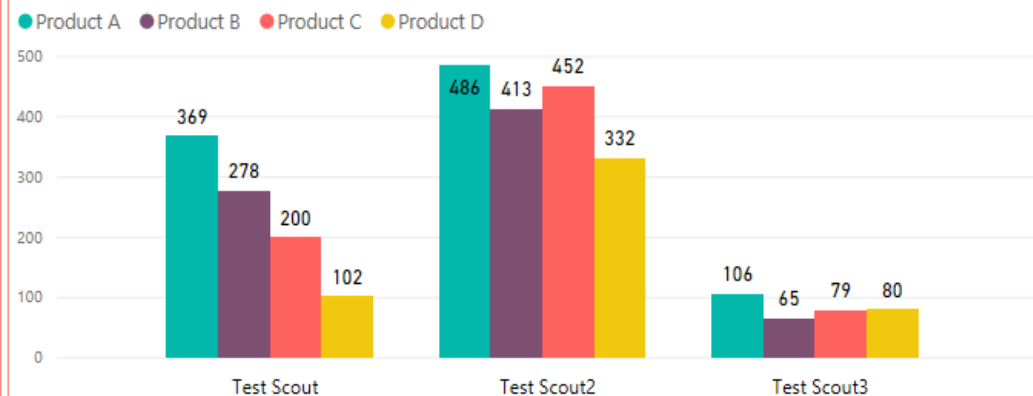
Total Orders by Scout



Total Invoice Value by Scout and Route



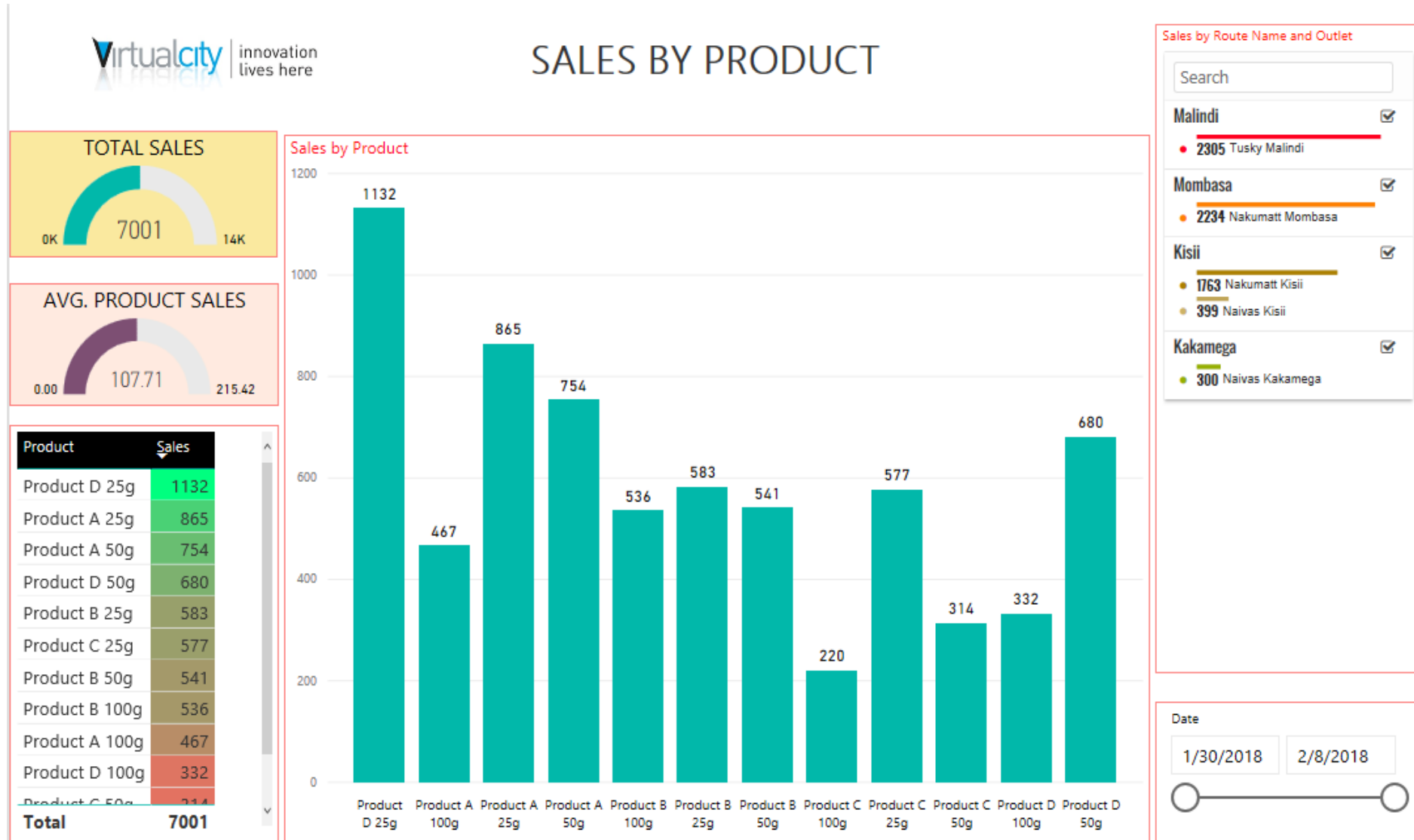
Orders Per Product by Scout



Scout Name	Total Orders	Total Invoice Value
Test Scout2	1683	466000
Test Scout3	330	201100
Test Scout	949	195000
Total	2962	862100

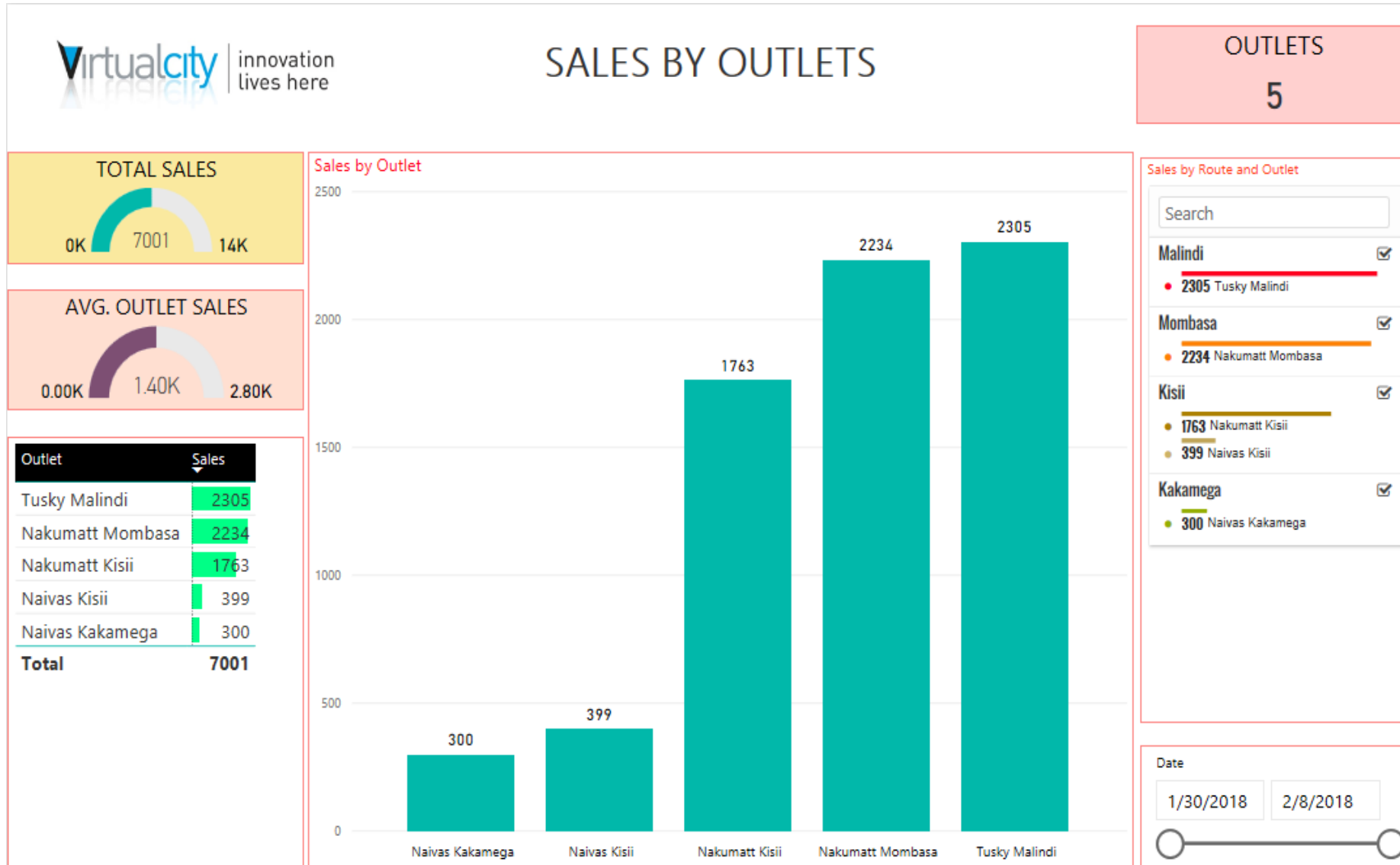
- We can analyze orders not just in totals but by scouts, thus we can drive decision making by analyzing which merchandisers are not making orders against those making the highest.
- Test Scout2 collected the highest orders in units and value whereas Test Scout3 made the least units but second highest order values

THE ANALYTICS – Sales per Product



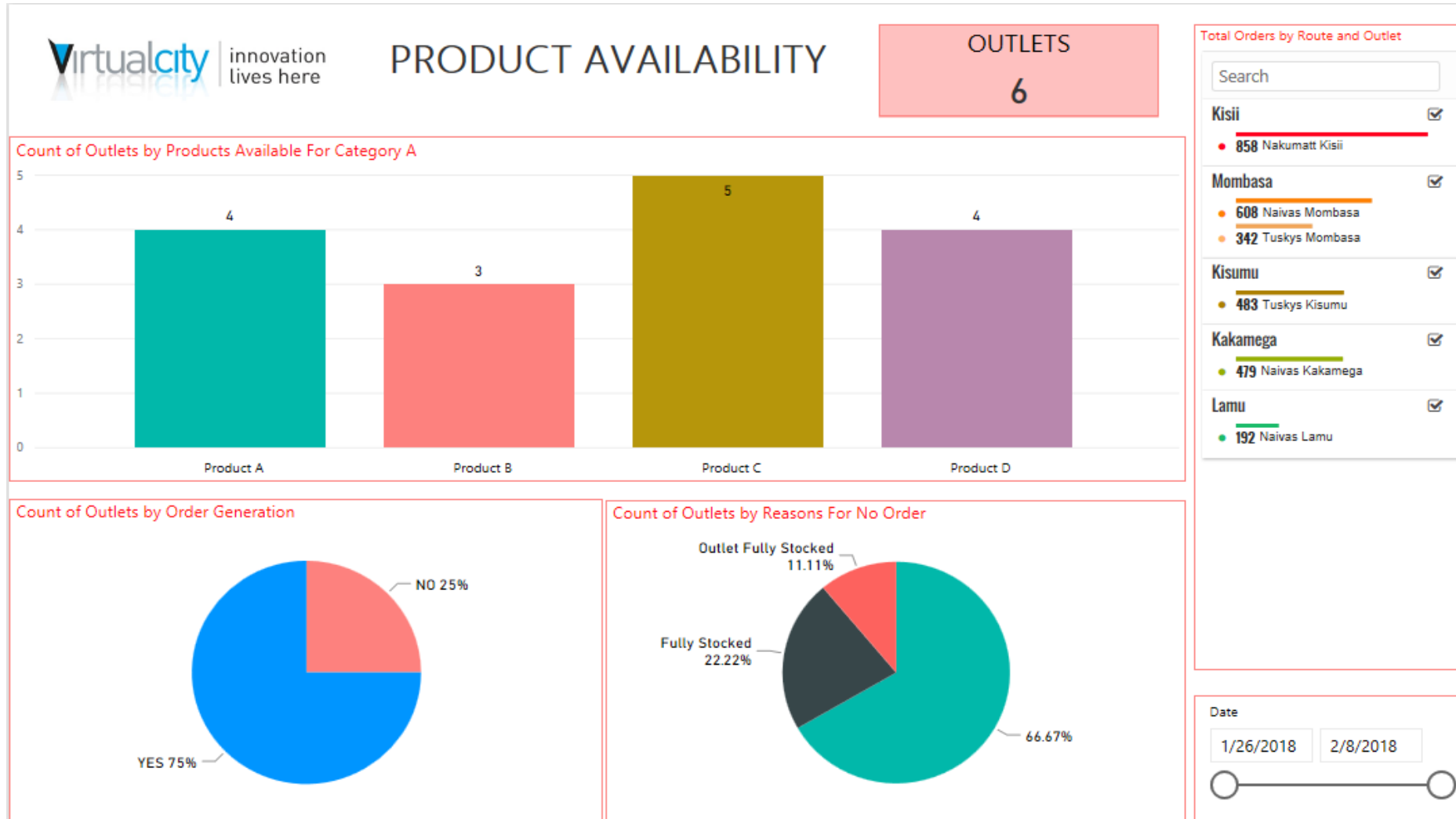
- Analysis into the data shows that Product D 25g is the best performing product sku, with the least sales recorded for Product C 100g.
- Such analytics can help drive decision making into how to improve sales of product not doing well, as well as maintain the fast-selling products.

THE ANALYTICS – Sales per Outlet



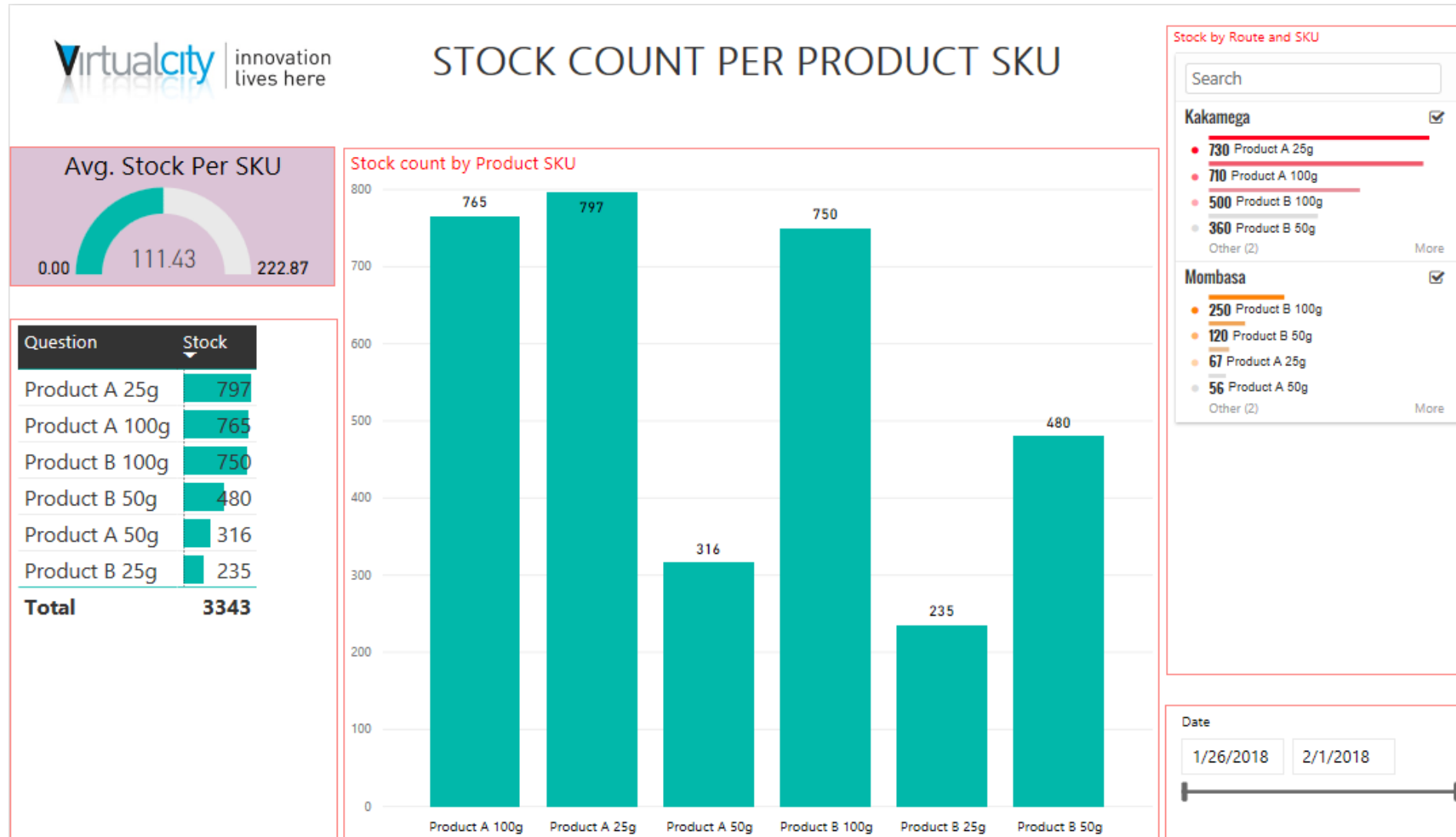
- A deeper analysis into the data shows which outlets make most purchases on the client products.
- Tuskys Malindi records highest purchases for client products.

THE ANALYTICS – *Product Availability Analysis*



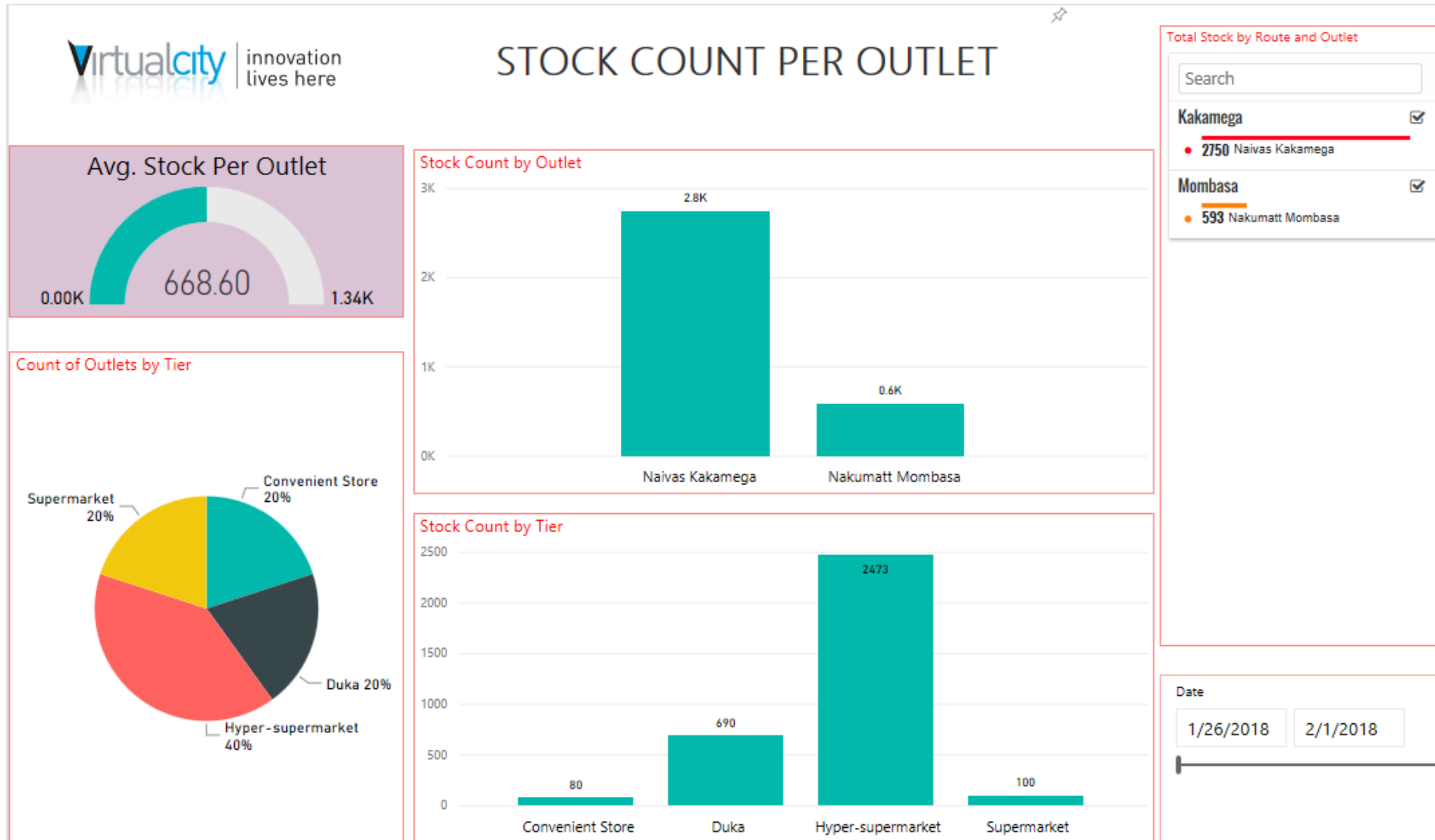
- Bar graph shows that product C is the most available product type with it being available in 5 out of the total 6 outlets visited.
- From the data we can also see which outlets are making orders against those are not and reasons for not making orders.
- Also we see in general how many orders would be made by an outlet in summary.

THE ANALYTICS – Stock Analysis



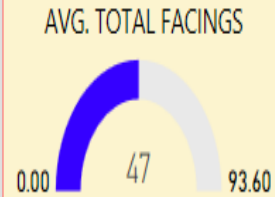
- Table represents stock in actual number of unit counts per product
- Bar graph presentation provides products with highest and lowest stock counts, in totals as well.
- We also get to drill down data and analyze stock per product per outlet

THE ANALYTICS – Stock Analysis per Outlet

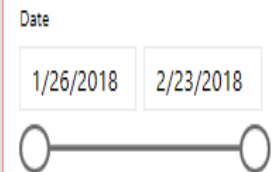


- Report represents stock levels per outlet as well as outlet tier.
- In the sample report, Naivas Kakamega has the highest stock in the list of outlets, whereas in tiers categories, Hyper-supermarket tier records highest stock.

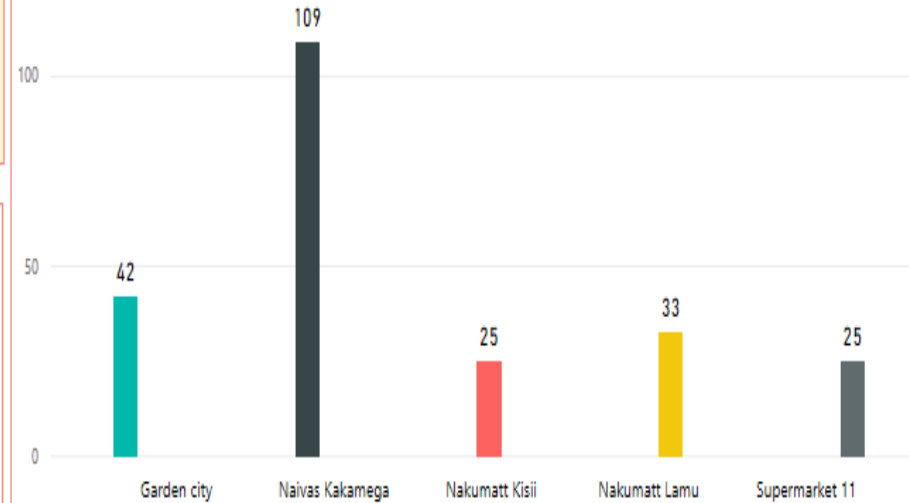
THE ANALYTICS – *Planogram Against Shelf Share*



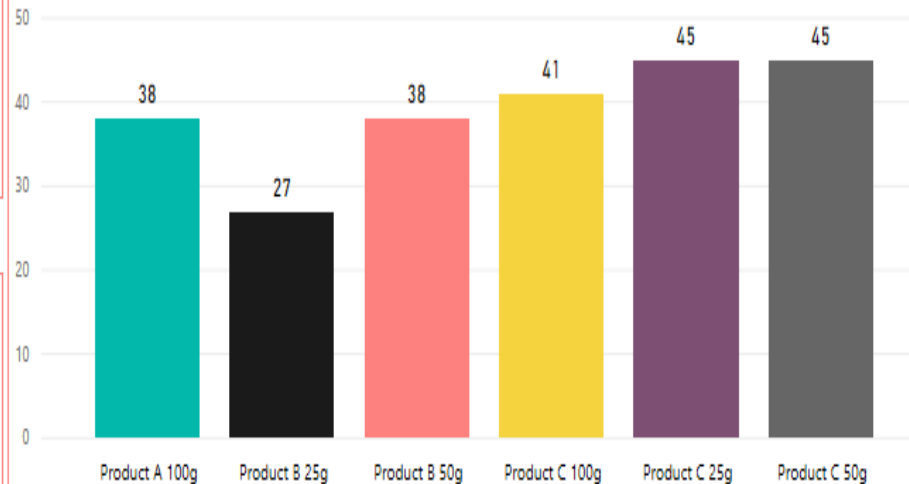
Outlet	Facings
Naivas Kakamega	109
Garden city	42
Nakumatt Lamu	33
Nakumatt Kisii	25
Supermarket 11	25
Total	234



Facings by Outlet

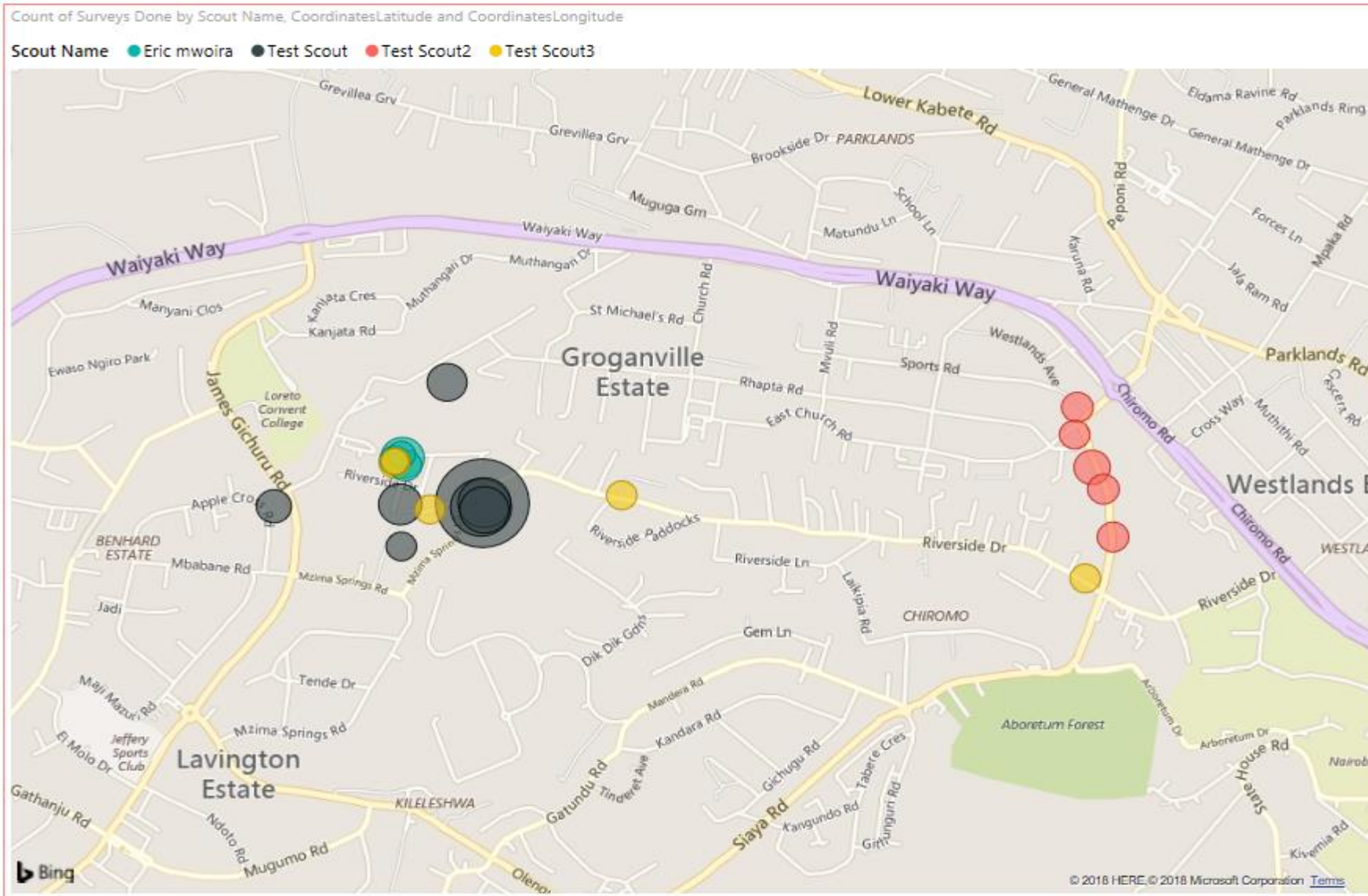


Facings by Product



- Photo entry shows percentage shelf share for one outlet, i.e. space occupied by Client products against the competitors
- This can be in turn compared to expected facings to drive decision making as well.

THE ANALYTICS – Maps Analysis



- A maps analysis of the outlet coverage .
- GPS coordinates capture location of each outlet.
- From the report, Test Scout covered more outlets than the other two merchandisers.
- Also Test Scout performed more activities in the outlets/he visited (represented by size of dot).

PROJECT MILESTONES

Deliverables	Description
Proposal <ol style="list-style-type: none">1. Understanding the problem2. Designing a solution	<ul style="list-style-type: none">• [Client specific]
Concept Proposal Review <ol style="list-style-type: none">1. Solution review meeting2. Proposal review documentation	<ul style="list-style-type: none">• What are the commercial timelines and prices• Apps to use: which VC systems• Pilot markets: [Regions/Town]
Design <ol style="list-style-type: none">1. Data collection datasets2. Analytics representation	<ul style="list-style-type: none">• Survey questions• Distributr App Master Data• Reports
Project Implementation <ol style="list-style-type: none">1. Training2. Productivity3. Deployment and utilisation4. Quality control5. Support6. Analytics	<ul style="list-style-type: none">• Determine targets• Maintenance of data streaming in/ collected• Validating data streaming in (using Apps) to known historical data• Monitor utilization• Continuous support to field teams• Persona specific dashboards

FINANCIAL PROPOSAL – *The Investment*



Package	Features	IOT	Reports	Persona
Bronze (2500 per licence, per user)	Allowed max of 3 <ul style="list-style-type: none"> Product availability Competitor activity Stock count 	N/A	Standard reports from selected surveys	Same reports for all
Silver (3000 per licence, per user)	Allowed max of 6 <ul style="list-style-type: none"> All bronze pack Must sell Facings/shelf share Supervisors 	Time in/time out GPS	<ul style="list-style-type: none"> All bronze reports Time analysis Standard maps <ul style="list-style-type: none"> Outlet coverage Colour coded Outlet efficiency Fare spent 	Director- coverage, maps, month to date, outlet frequency Senior management- number of activities, outlet efficiency, maps, stock outs Admin- activities, time analysis, fare spent, stock outs, coverage
Gold (3500 per licence, per user)	<ul style="list-style-type: none"> All silver pack Orders (Distributr mobile) 	All Silver	<ul style="list-style-type: none"> All silver pack Zero sales Drop size Strike rate Hours worked Activity maps 	Director- All Silver + drop size, strike rate, hours worked, activity maps, zero sales, orders Senior management- All Silver + order value (per outlet, scout, day) Admin- All Silver + order value
Platinum (40,000 per Survey / Customization)	<ul style="list-style-type: none"> All gold pack Outlet mapping Customizable (for a price) 	All Gold Geo fencing	<ul style="list-style-type: none"> All Gold Outlet Mapping Analysis 	Director – All Gold + Outlet Mapping Analysis Senior Management – All Gold + Outlet Mapping Admin - All Gold + Outlet Mapping



Customer success story

Leading FMCG business across The East Africa region

Virtualcity | innovation
lives here

The Journey

- With a market dominance in the confectionary vertical, the business was looking to consolidate this in light of new entrants who had better distribution and cheaper products
- Work began in January 2016 with a key focus on how we can empower the business to keep track of the stock levels whilst getting a grip of the outlets covered per day.
- We implemented the sales distribution and sales tracking modules of the platform which enabled them to achieve
 - Visibility of all sales operations by 100 sales force agents including orders, sales and payment
 - A view of market coverage – an understanding of how many outlets are being visited every day and whether an order was generated per day
 - As a result of our intervention, the solution drove the need for demand planning for production

Key Wins

- Together with their route to market facing teams, we built a universe of 15,000 retailers
- A growth in sales as a result of closer monitoring of outlet coverage
- 40% growth in new customers (outlets)
- 20% increase in sales
- 50% improvement in productivity of sales personnel on the ground

VALUE ADDED– Rewards Platform

hewaniRewards [Home >> Add Event Filter](#) Welcome User | [Logout](#)

- Event Category
 - Add Event Filter
 - Manage Event Filter
- Event Alias
- Subscriber Category
- White List - Black List
- Point Schema
- Reports

Edit Event Filter

Event Type:*

Event Filter:*

Description:*

of the following are true: + -

Event date time Equals + -

Note: Set the values in the following format. Time in 24hrs

- Through our Platform, Enterprise rewards program may use the school coverage as criteria to awards points to PDTP interns

hewaniRewards [Home >> Point Scheme](#) Welcome User | [Logout](#)

- Event Category
- Event Alias
- Subscriber Category
- White List - Black List
- Point Schema
 - Points Management
- Reports

Point Scheme

Event	Points Per Event
Per Ksh 1000 (Payment via Bank)	8
Per Ksh 1000 (Payment via Mpesa)	10

Points Expiry Date 31/12/2012

Minimum Point Balance 200

VALUE ADDED– *Notification Platform*

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lives here



To activate customer insights

- **Alerts**– PDTP interns can query their cumulative points as every time.
- **Requests**– field teams can be able to give feedback to Enterprise Client
- **Channel** – Scheduled messages can be sent different stakeholders



Alerts



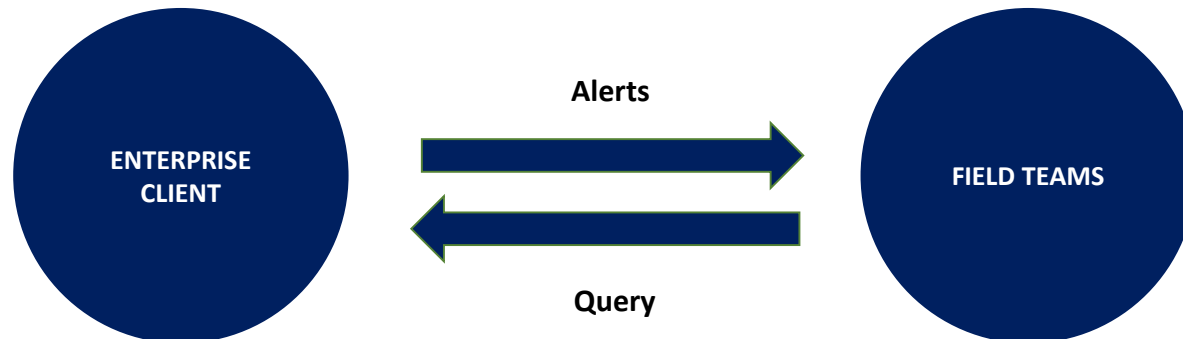
Request



Voting



Channels
(scheduled alerts)



TERMS AND CONDITIONS

- All prices quoted are exclusive off all local and international taxes
- Prices do not include shipping and logistics of any equipment to site
- 100% deposit is required for the setup and kick off the project
- Hardware costs are required 100% upfront and do not include logistics, taxes or shipping related costs to final site
- Hardware costs may vary slightly based on the prevailing market retail patterns
- Quarterly license fees will be paid at the beginning of each quarter (in advance)
- Training is covered in the proposal for 2 sessions in a classroom setup with your field teams. We will also support all field personnel remotely. All additional training will be charged at the Virtual City training rate card provided
- Additional licenses will be charged according to the virtual city rate card provided
- Client will provide all consumables related to the projects such as:
 - Data bundles (at 1GB per month per mobile users)
 - Sim cards registered under the client's trading name
- In country logistics related to travel and accommodation will be charged at the approved AA mileage rates
- Client will handle all international travel related costs such as airfare and accommodation outside Kenya where applicable
- All software platforms are leased to the client and are wholly owned by Virtual City Ltd – The client however owns 100% of all data generated by the platforms
- Quote is valid for a period of 30 days



THANK YOU

