

We are a technology company that focuses on end to end transformation of supply chains for meaningful impact.

The value we bring to our customers is in providing efficiency, visibility and transparency along the supply value chain.



Majority of SME retail merchants are in need of an automated system which provides visibility on the business and all transactions to reduce time spent in reconciling manual processes which have led to fraud, inventory loss and reduced access to working capital due to insufficient records.

Our Service Offering

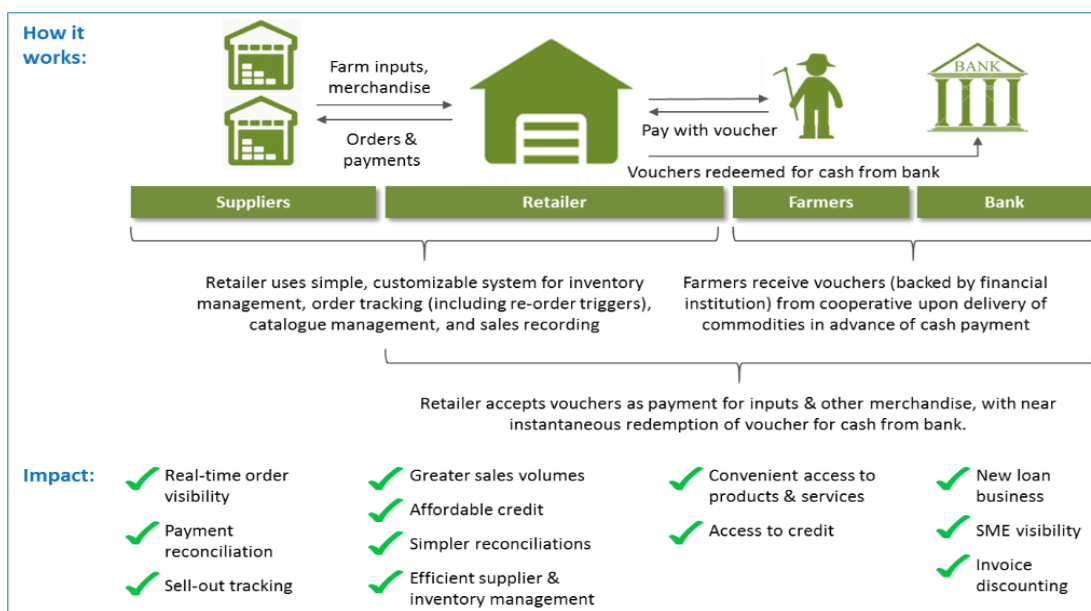
Retailr is the first of its kind innovative platform that provides merchants a single view of their business and transactions on a daily basis as well as manage multi-supplier inventory and pricing at the click of a button. Our robust POS system collects real-time sales and purchase data which is presented on an analytical dashboard empowering the owner and clerk to make quick decisions.



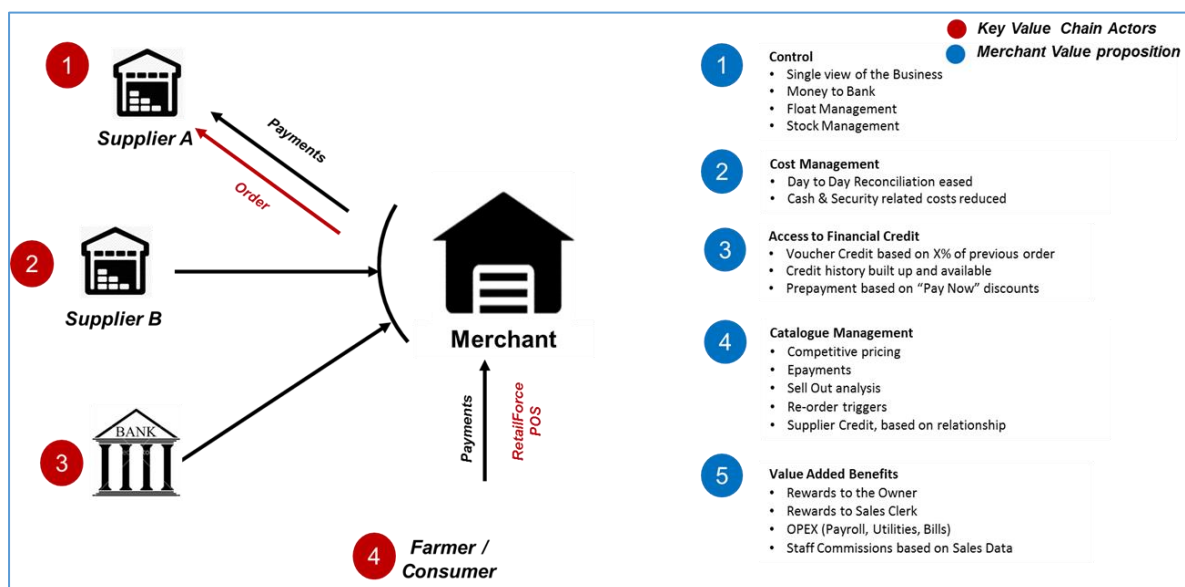
Why customers use the solution

- Retail merchants can expand sales and grow their business through reliable data on cash and stock management while reducing time spent by the clerk and owner allowing quick planning instead of reactionary decision making
- With Retailr the on-going collection of accurate sales and inventory enables access to suppliers and financial institutions to extend lines of credit to increase working capital allowing the merchant to serve the end-consumer better

Retailr is a tool for streamlining retail merchant operations



How the Retail Ecosystem works and its benefits



Virtual City Pilot: Leading and fastest growing manufacturer and marketer of consumer products in East Africa

Pilot: Virtual City launched Retailr in September 2017 in key locations in Kenya (outside Nairobi) by identifying and engaging multiple AgroVets in these locations.

Key outcomes:

Virtual City implemented Retailr which has:

1. Provided visibility for key Agrovets on purchases, inventory and sell-out data on a daily basis to enable the merchant to make quick decisions based on cash-flows and manage stock-outs
2. Provided visibility on quantities purchased by Agrovets per SKU per supplier
3. Created accurate data which the Agrovets can utilise to approach financial institutes being utilised by the retail merchants as well as the mode of payments being used by customers and the merchant to suppliers

