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**BASIQ/360°**

# Dealer Management System

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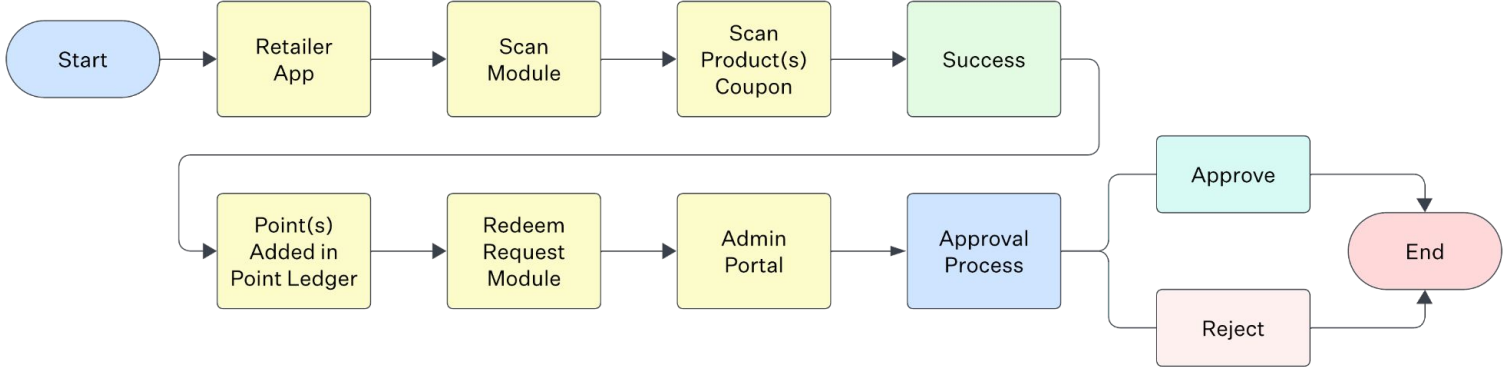
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The Dealer Management System (DMS) offers a comprehensive suite of features designed to streamline the management of dealership operations. Each feature is crafted to enhance efficiency, improve customer engagement, and foster a more cohesive business environment.

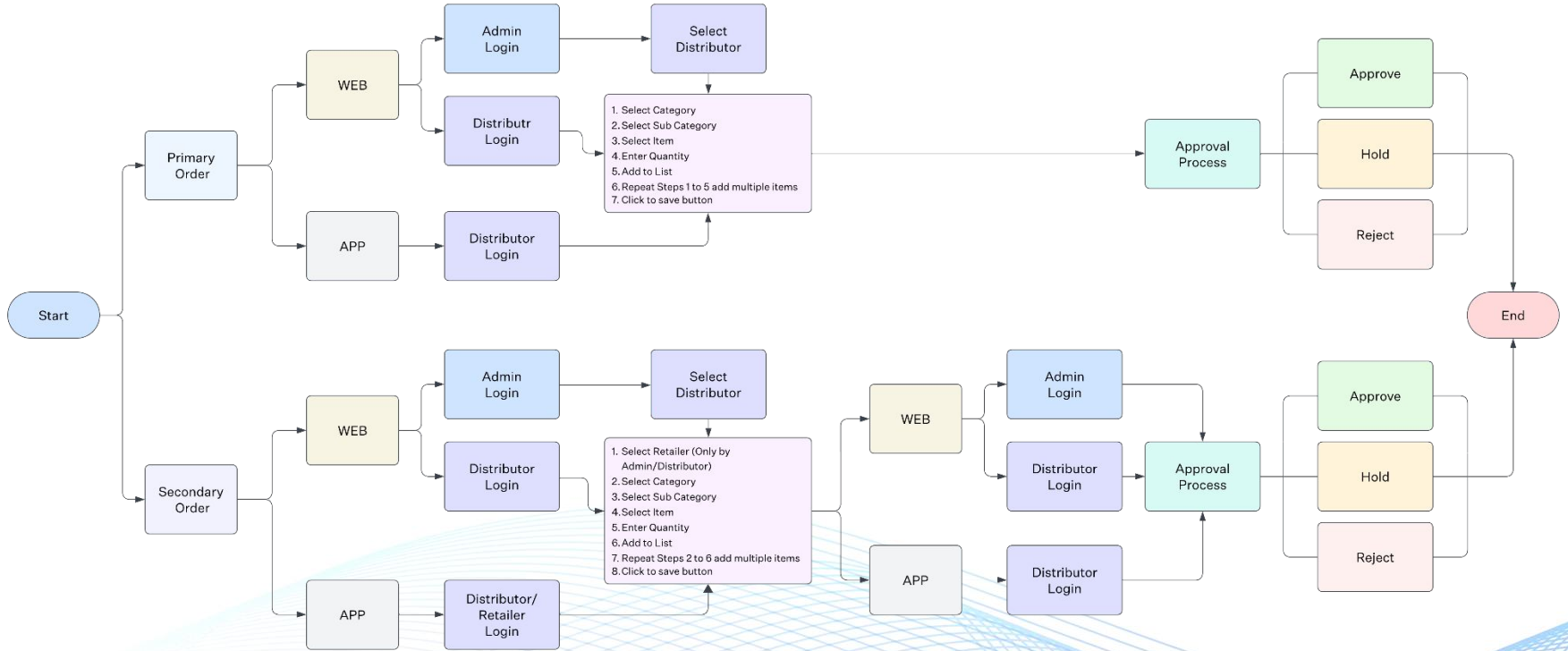
**Below is an expanded description of each feature**



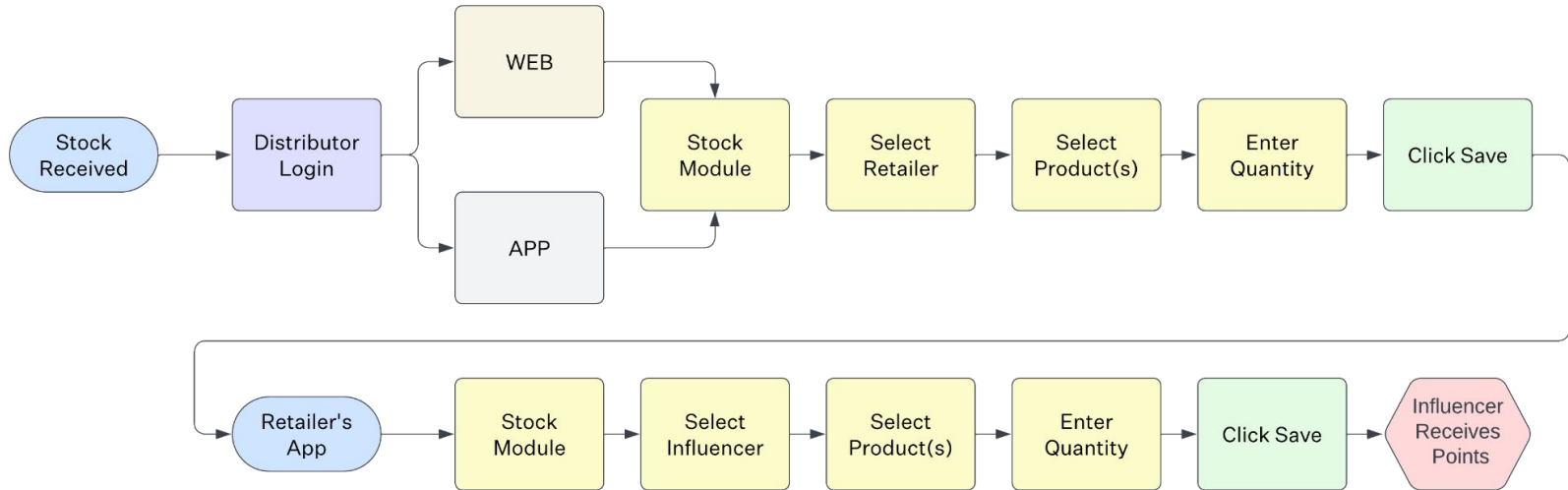
# DMS - Retailer Scanning process



# DMS - Order process



# DMS - Stock transfer process





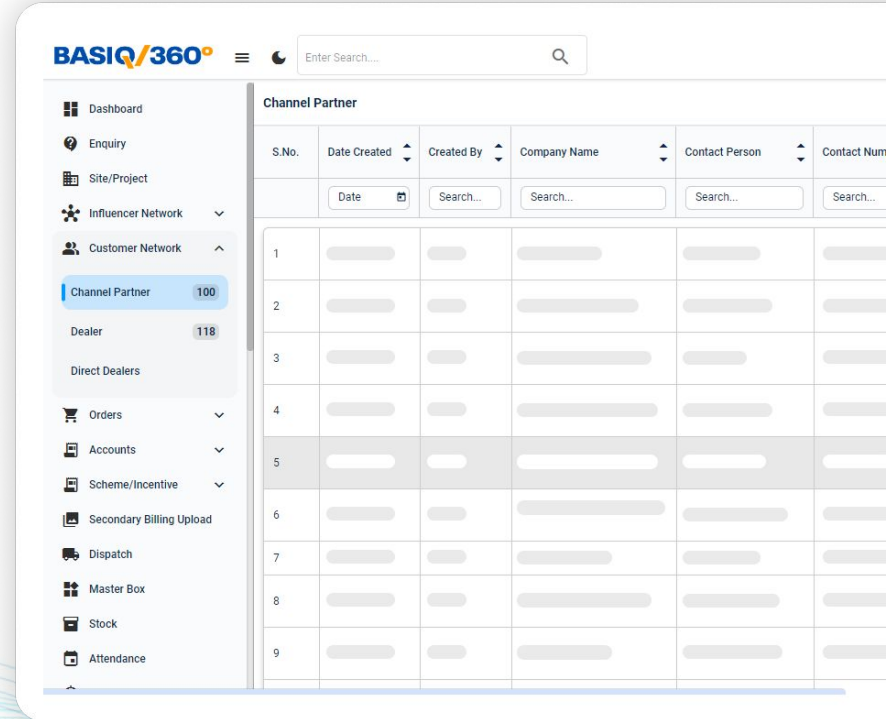
# Features/Modules

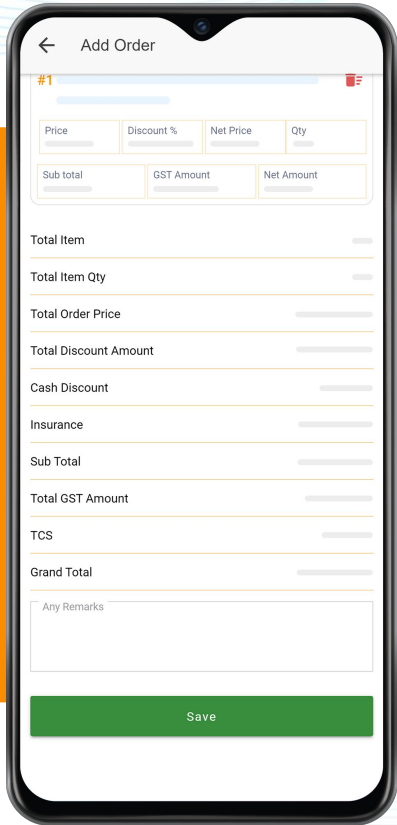


# Customer Network

This feature centralizes the management of your dealership's entire customer base, enabling effective communication, tracking, and engagement strategies.

By consolidating customer information in one location, businesses can more easily access and analyze customer data, leading to improved service and marketing efforts.



A smartphone displaying a mobile application interface for adding an order. The screen shows a form with various input fields and a 'Save' button at the bottom. The form includes sections for item details, pricing, and a remarks field.

← Add Order

#1

Price	Discount %	Net Price	Qty
Sub total	GST Amount	Net Amount	

Total Item

Total Item Qty

Total Order Price

Total Discount Amount

Cash Discount

Insurance

Sub Total

Total GST Amount

TCS

Grand Total

Any Remarks

Save

## Orders

DMS simplifies the order management process by providing a unified portal for creating and tracking orders.

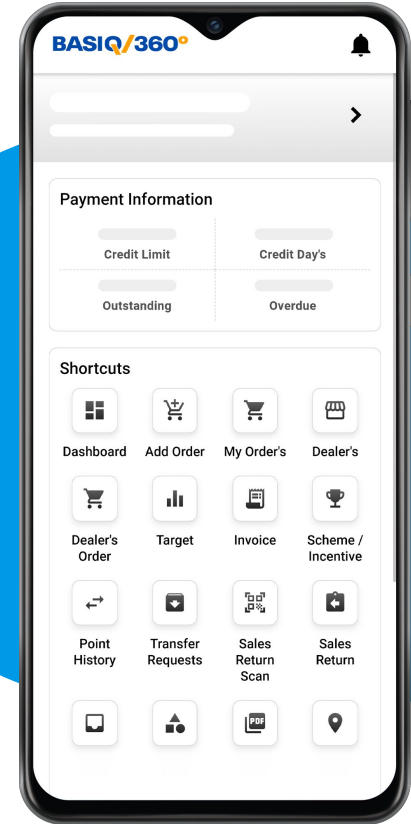
This feature facilitates seamless interactions between the dealership and its customers, making the order creation process more efficient and adaptable to customer needs. The system ensures that all order-related workflows are streamlined and accessible from a single point.

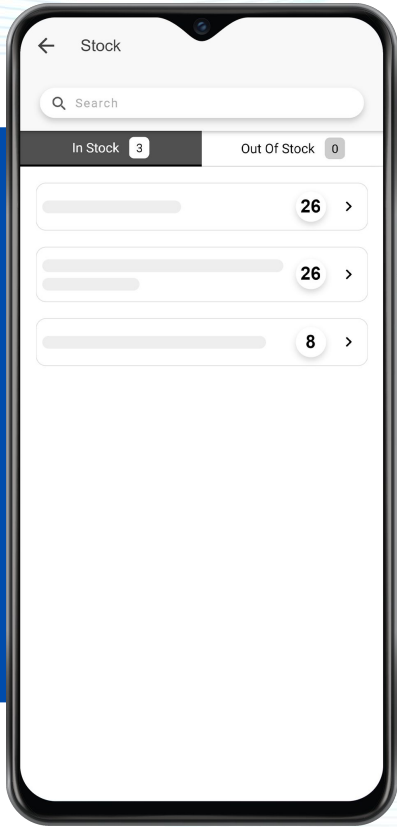


# Accounts

This function allows for the comprehensive display of financial documents such as ledgers, invoices, pending bills, and other account-related statements to both internal and external stakeholders.

By offering a clear view of financial transactions and statuses, businesses can maintain transparency and improve trust with their stakeholders.





## Stock

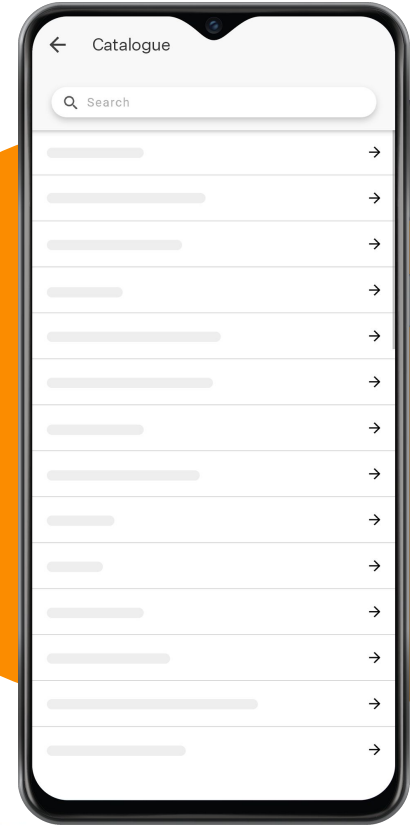
Dealerships can easily view and manage their inventory details, particularly those of their primary customers, from a singular platform.

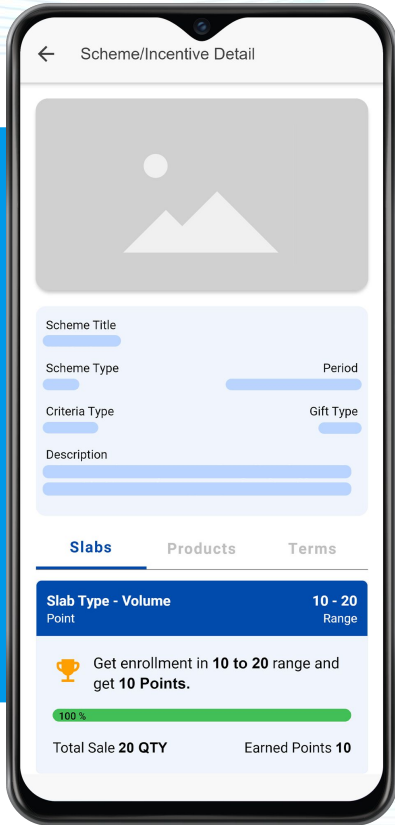
This feature aids in inventory control and planning by providing up-to-date information on stock levels, helping to prevent overstocking or stockouts.

# Product Catalogue

An interactive online gallery that showcases the dealership's products, complete with images and pricing details.

This digital catalogue enhances the customer shopping experience by allowing them to browse products at their convenience, fostering greater engagement and interest in the dealership's offerings.





## Primary Scheme

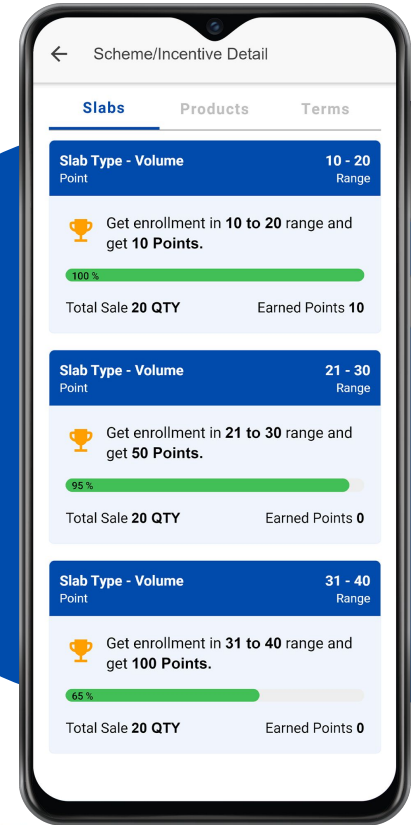
DMS enables dealerships to create and implement primary schemes that incentivize customer engagement through rewards such as points or items.

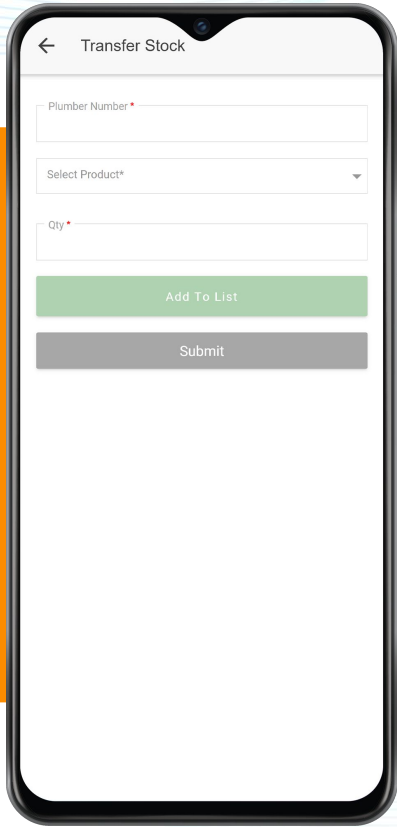
These schemes can be tailored to target the entire primary customer network or specific segments, encouraging loyalty and repeat business.

# Secondary Scheme

This feature supports the execution of dealer loyalty programs through QR code scanning, with redemption options available directly within the app.

By leveraging technology to simplify participation, dealerships can enhance engagement and loyalty among their dealer network.





The image shows a smartphone screen with a form titled "Transfer Stock". The form has three input fields: "Plumber Number\*", "Select Product\*", and "Qty\*". Below the fields are two buttons: a green "Add To List" button and a grey "Submit" button. The background of the slide features a large orange circle and light blue wavy lines.

## Points Transfer with Stock

For products where QR code placement is not feasible, this feature allows the dealership to still offer scheme rewards and points through a stock transfer mechanism.

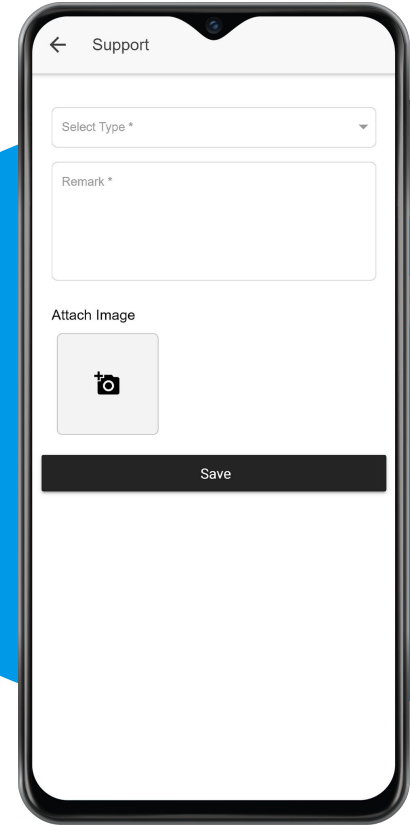
This flexibility ensures that rewards programs can be comprehensive and inclusive of all products.

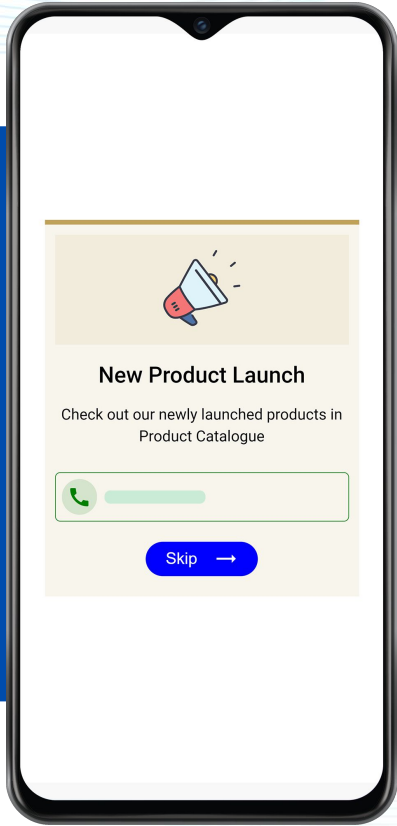


# Support Section

A user-friendly interface within the app where customers can easily raise support tickets.

This feature streamlines the process of requesting assistance, ensuring that customer issues are addressed promptly and efficiently.





## Announcements

Dealerships can use this feature to disseminate both mandatory and optional announcements and alerts to their entire network or to specific groups.

This ensures that all relevant parties are kept informed about important updates, promotions, and other news, fostering a sense of community and open communication.

# Customer Network

The Customer Network within the Dealer Management System (DMS) is structured to cater to various types of customers, each with a distinct relationship and role within the supply chain. This system ensures that the needs of distributors, dealers, and direct dealers are effectively managed and supported. Below is an expanded description of each customer type:



# Distributors



## **Direct Link with Company:**

Distributors have a direct relationship with the company, serving as a primary channel for the distribution of materials. This direct link facilitates streamlined communication and transactions.



## **Material Purchase:**

They purchase materials directly from the company, ensuring a first-hand supply of products.



### **Delivery Liability:**

The company is directly responsible for delivering materials to distributors, guaranteeing the supply chain's reliability and efficiency.



### **Account Management:**

The company manages the account statements of distributors in the form of ledgers, providing clear and comprehensive financial documentation.



### **Primary Customer Status:**

Distributors are considered primary customers due to their direct purchasing relationship and critical role in distributing the company's products.

# Dealers



## **Indirect Company Link:**

Unlike distributors, dealers do not have a direct purchasing relationship with the company. They typically acquire materials from distributors.



## **Material Purchase:**

Their purchases are made through distributors, which introduces an additional layer in the supply chain.





### **Delivery Liability:**

The company does not have direct delivery obligations to dealers, with the responsibility falling on the distributors.



### **Account Management:**

The company does not manage account statements for dealers, as their financial transactions are primarily with distributors.



### **Secondary Customer Status:**

Dealers are categorized as secondary customers, reflecting their indirect relationship with the company and reliance on distributors for material supply.

# Direct Dealers



## **Direct Link with Company:**

Direct dealers maintain a direct purchasing relationship with the company, similar to distributors, but with a notable distinction in their role.



## **Material Purchase and Sales:**

They purchase materials directly from the company and sell them to end customers, acting as a hybrid between a distributor and a dealer.



### **Delivery Liability:**

The company is directly involved in and liable for delivering materials to direct dealers, ensuring that they have the necessary stock to meet customer demands.



### **Account Management:**

The company manages the account statements of direct dealers in the form of a ledger, providing a detailed record of transactions.

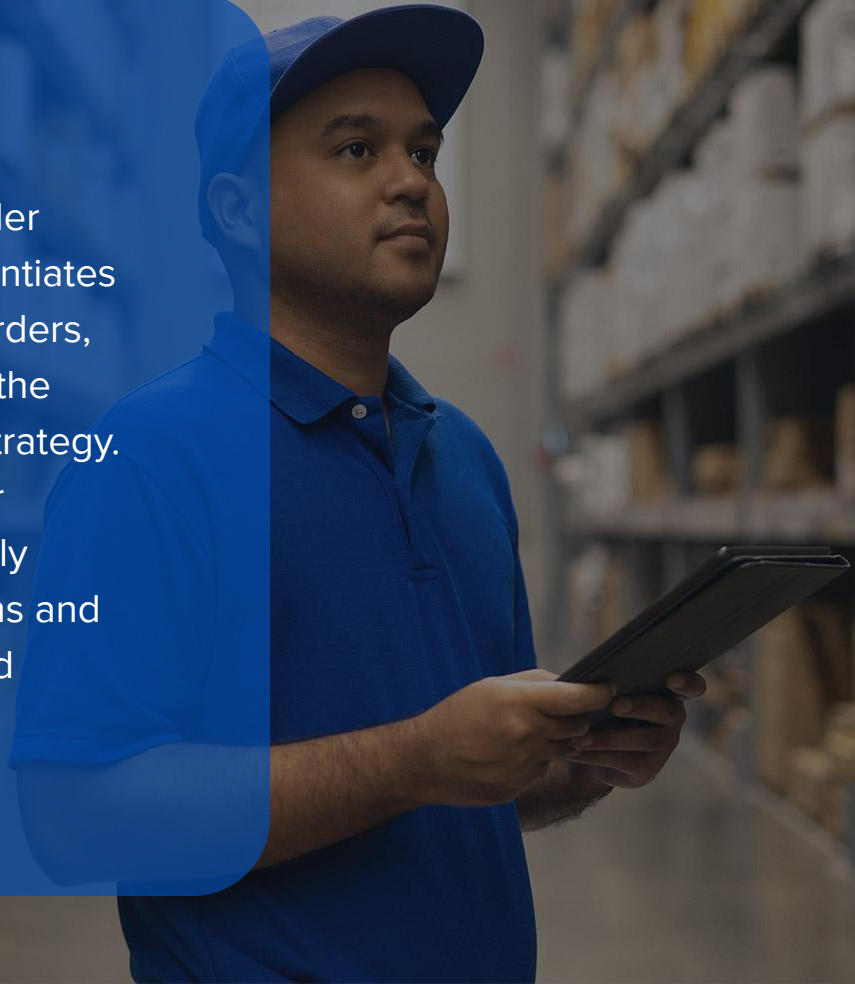


### **Primary Customer Status:**

Direct dealers are classified as primary customers due to their direct relationship with the company and the critical role they play in reaching end customers.

# Orders

The Orders component of the Dealer Management System (DMS) differentiates between primary and secondary orders, each type playing a unique role in the company's sales and distribution strategy. This system ensures efficient order management and fulfillment, directly impacting the company's operations and market position. Below is a detailed explanation of each order type:



# Primary Orders

## **Direct Management by Company**

Primary orders are directly overseen and managed by the company, ensuring a high level of control over the order fulfillment process.

## **Creation by Primary Customers**

These orders are initiated by primary customers, such as distributors and direct dealers, who have a direct purchasing relationship with the company.

### **Approval Process**

The company evaluates and decides on these orders based on various criteria, including credit limit, credit days, the total amount of the order, and available stock. This process ensures that orders are fulfilled in a manner that is financially prudent and aligns with inventory management practices.

### **Impact on Profits**

Primary orders have a direct effect on the company's profits. By managing these orders effectively, the company can optimize its revenue and ensure the stability of its supply chain.



# Secondary Orders

## **Indirect Management by Company**

In contrast to primary orders, the company does not directly manage secondary orders under normal circumstances. These orders are handled through a different layer of the distribution chain.

## **Creation by Secondary Customers**

Secondary orders are placed by secondary customers, typically dealers, who purchase the company's products through distributors or direct dealers.

### **Approval by Primary Customers**

These orders are subject to approval or rejection by primary customers based on their specific terms and conditions with the secondary customers. This process allows for a level of flexibility and autonomy among primary customers in managing their sales to secondary customers.

### **Importance to Market Presence**

Although secondary orders do not directly influence the company's profits, they are vital for maintaining and expanding the company's market presence. They help in reaching end-users and ensuring product availability across various market segments.

# Accounting

The Accounts component of the Dealer Management System (DMS) is designed to facilitate comprehensive financial management and reporting, adhering to the fundamental principles of accounting.

This system ensures accurate tracking of financial transactions, assets, and liabilities, crucial for the effective management of a dealership's operations. Below is a detailed overview of the accounting principles and account types, along with specific functionalities within the DMS:





# **Three Golden Rules of Accounting:**

# 1

## **Personal Accounts**

"Debit what comes in, Credit what goes out." This rule applies to accounts associated with individuals, companies, firms, or associations. It ensures that all incoming and outgoing transactions are accurately recorded.

- Examples include the accounts of trading companies, charitable trusts, and corporations.

# 2

## **Real Accounts**

"Debit the Receiver, Credit the Giver." This rule governs accounts related to assets or properties, distinguishing between tangible and intangible assets.

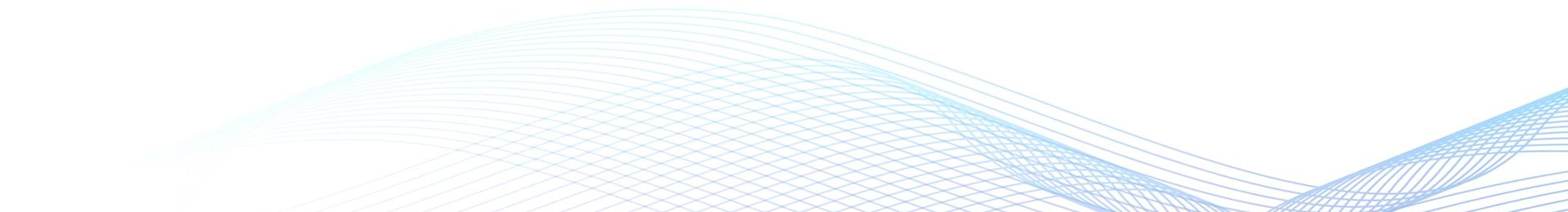
- **Tangible Real Accounts:** Assets with physical existence, such as buildings, cash, stationery, and inventory.
- **Intangible Real Accounts:** Assets without physical existence, like goodwill, patents, copyrights, and trademarks.



# 3

## **Nominal Accounts**

"Debit all expenses and losses, Credit all incomes and gains." This rule applies to accounts that track income, expenditure, gains, and losses, facilitating the monitoring of a company's financial performance.





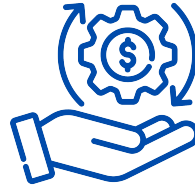


# **Key Accounting Features in DMS**



### **Ledger**

The DMS integrates with various accounting systems (e.g., SAP, Tally, Busy App) to manage the ledger of primary customers, providing detailed records of transactions, outstanding balances, and payables.



### **Payment Module**

This feature oversees payments made by distributors and direct dealers against their orders, accommodating both full and partial payments. It displays detailed lists and pages showing the amounts paid and the outstanding balance.



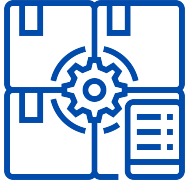
### **Pending Bills**

The system tracks bills that are yet to be paid, including these amounts in the total outstanding balances of primary customers. This helps in managing cash flows and financial planning.



### **Invoice Management**

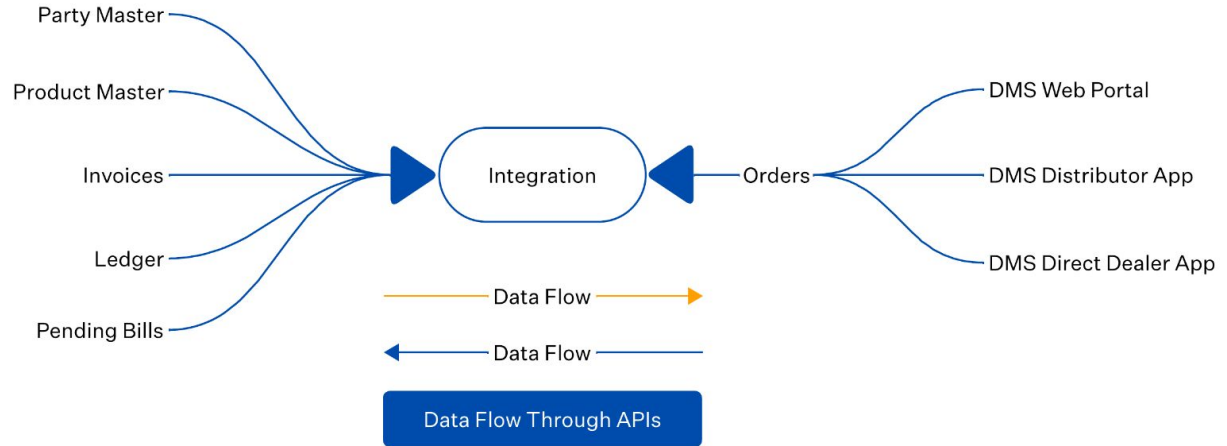
The invoice module presents detailed information about invoices, including product details and pricing. This ensures transparency and accuracy in billing and account reconciliation.



## **Stock Management**

Reflecting stock quantities available with the company, warehouse, or customer network, this page tracks stock movements based on orders. It enables efficient inventory management from the company to distributors, retailers, and direct dealers, down to end customers.

- Accounting
- Software
  - SAP
- Busy App
- Tally



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SENDER DETAILS



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