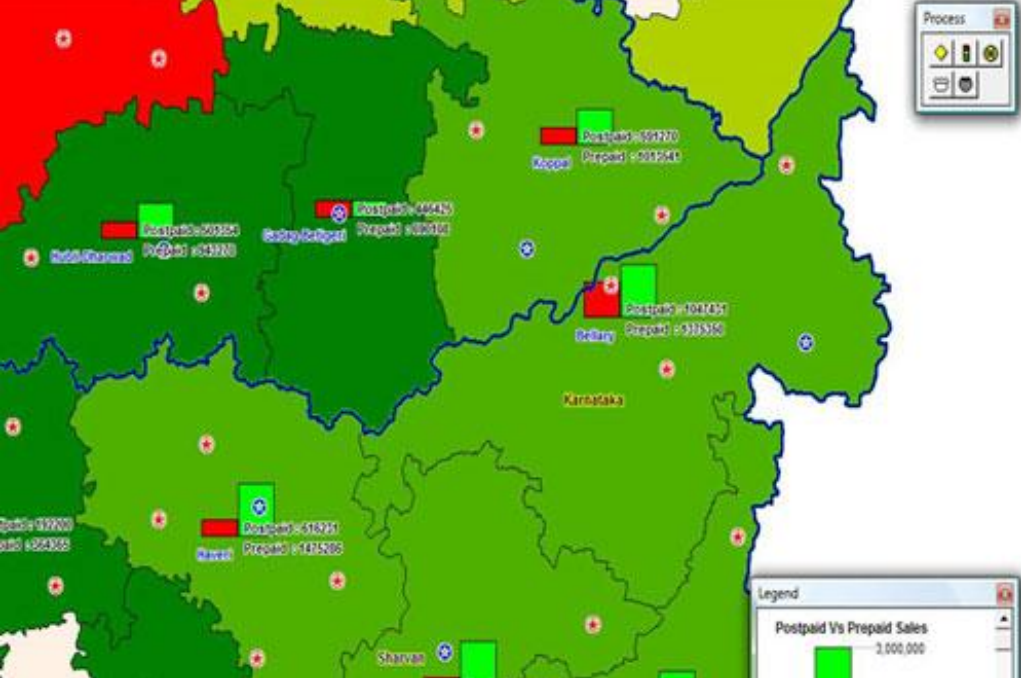




Case Study

Organization:

Leading Cement Company

Location:

Mumbai, India

Industry:

Construction

Geo-Marketing Tool for Sales, Distribution and Market Analysis

The client is one of India's biggest cement company and largest exporter of cement clinker based in Mumbai, India. It has over 15 manufacturing facilities and a countrywide distribution network of more than 9,000 dealers.

With the entry of various domestic and International players in the Cement industry, the market had become very competitive. The client was looking for a solution that could help them in their Market Planning and expansion providing clarity on areas as to where they should expand.

How Did MapmyIndia Help The Organization?

MapmyIndia developed a Geo-marketing cloud based software application for the client. Their entire universe, both product wise and hierarchy wise (distributor, dealer, and retailer) was plotted on the map and integrated with their internal ERP. Their sales representatives across various regions were also mapped against these outlets. The application allowed the flow of Sales information against each counter/region/geography flows into the system on daily basis. Based on the information obtained, sales performance analysis was done across geographies to identify underperforming counters/regions, helping in overall decision making.

Each counter visit by each sales representative was also captured and represented by various color coding based on the frequency of visits made in a report. Largely, the application served as a single window information desk for the client Team to highlight and analyze penetration, performance, competition presence for an individual counter to across geographies, thus aiding in strategic decision making.

Do I Need This?

MapmyIndia's Geo-Marketing solutions have been implemented for some of the major enterprises in India and it helped them in market planning and expansion. It provides a single window dashboard for demographics, sales data, business asset spread, and competitor network breakdown.

There is no doubt that India is a high-growth market. The key challenge in retail is to grow the market. Considering the sea change that social and economic landscape in India is undergoing, and the competition looming in to grab this opportunity, having sustainable strategies to grow the market by increasing penetration and consumption and holding on to it is a key challenge for Retail players.

For more information, [click here](#)

MapmyIndia™