

7 BENEFITS OF A STRONG ERP SOLUTION FOR CONSUMER GOODS



MANY CONSUMER GOODS BUSINESSES STILL STRUGGLE WITH LACK OF EDI AND ECOMMERCE INTEGRATIONS, COMPLEX MULTI-CHANNEL STRATEGIES, OUTDATED WAREHOUSE MANAGEMENT PROCESSES, AND MORE.

By implementing a modern, cloud-based ERP solution, they could experience these seven business improvements.

and more!

REAL-TIME, CENTRALIZED INVENTORY MANAGEMENT

Real-time inventory management provides accurate and updated information on stock levels, meaning organizations can monitor stock across locations and channels and predict consumer supply and demand. In addition, a cloud ERP solution can automate inventory tracking as it moves through the supply chain.

CONNECTED SALES CHANNELS

Businesses must provide a cohesive experience for their customers across all channels, including physical stores, e-commerce platforms, mobile apps, and social media. Integrated sales channels make it easier for companies to adopt omnichannel approaches and meet their customers where they are and still maintain data integrity and visibility behind the scenes.

By 2040, more than 95% of all purchases are expected to be made online through eCommerce (NASDAQ)



IMPROVED LABOR & RESOURCE MANAGEMENT

With the ability to track the availability and usage of physical resources such as machinery, equipment, and raw materials, consumer goods businesses can optimize the allocation of resources and labor to ensure maximum ROI, minimize labor costs, and improve overall productivity.

IMPROVED CUSTOMER RETENTION & RELATIONSHIPS

When organizations utilize advanced reporting tools from comprehensive ERP solutions, they gain valuable insights into customer behavior, preferences, and more. They can then make more informed decisions, design and tailor approaches to meet customer needs, and create products or services that boost customer retention and build trust.

CONTACT US TODAY and see how your business can thrive with a connected, cloud-based ERP system!

-  +1 201 836 3200
-  sales@techmindslc.com
-  <https://techmindslc.com/>

AUTOMATED ORDER PROCESSING & FULFILLMENT

By streamlining repetitive tasks such as data entry, inventory updates, and order tracking through a modern ERP solution, consumer goods businesses can reduce mistakes in order fulfillment and minimize costly returns or rework. This is also beneficial for those who sell through multiple channels, as automation ensures orders from all channels can be processed within a single system.

INTEGRATED EDI & ECOMMERCE CAPABILITIES

Integrated EDI and eCommerce platforms allow real-time data updates across systems with information such as inventory levels, order statuses, and shipment tracking information. It reduces manual intervention, streamlines order processing, and speeds up the fulfillment cycle, as all key information is available in a single source of truth.

Dynamic pricing can increase a company's revenue and margins by up to 3%



(McKinsey & Company)

SIMPLIFIED DYNAMIC PRICING & DISCOUNT MANAGEMENT

Modern ERP systems allow for real-time updates to pricing based on factors such as supply and demand fluctuations, competitor pricing, raw material costs, and more. By adjusting prices dynamically, organizations can maximize revenue by adjusting to market conditions and customer willingness to pay quickly and seamlessly.

