

# CASE STUDY

RETAIL & WHOLESALE

INDUSTRY NEWS

# Orlansoft

Systemize. Integrate. Optimize.



*We need an  
“easy to replicate  
retail system”  
with “Back Office”  
functionalities  
to support our future  
business expansions.*

Yuria Mirawati  
Owner of Sentral Bangunan

## THE COMPANY

Started as a traditional store in 1986, our store consistently enlarges with innovation. In 2016, we became **Sentral Abadi Bangunan**, a building material supermarket.

In 2017, **Sentral Abadi Bangunan** was re-branded as **Sentral Bangunan** with new business concepts as a one-stop shopping solution that provides a shopping experience with a comfortable & wider shopping area, extensive product range, and competitive prices.

Customer's expectation always becomes **Sentral Bangunan's** priority in providing the best services. Our sales team always ready to serve with comprehensive product information to meet customer requirements.

**Sentral Bangunan** focuses on competitive prices with high stock availability of ceramic and sanitary products. **Sentral Bangunan's** comprehensive product range includes :



- Ceramic
- Sanitary
- Paint
- Door Handle
- Granite
- Kitchen Equipment
- Lights & Electricity
- Tools

**Sentral Bangunan** provide premium services such as:

- Delivery Service 1 x 24 hours
- Design
- Installation
- Membership Program

**Sentral Bangunan** consistently presents the best efforts to improve service quality to customers. **Sentral Bangunan's** goal is to become the best building materials supermarket, especially in Malang and the surrounding areas.

**SENTRAL BANGUNAN**  
*Building Materials Expert.*



## THE CHALLENGES

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Most of the sales transactions are created at POS Station. Some transactions are created as Ceramic Sales Orders and Indent Sales Orders. The **first challenge** is to provide a retail system that integrates all types of sales transactions with Point Rewards features. Point Rewards must be calculated for all types of sales transactions, not only for POS transactions.

The **Second Challenge** is the sales consignment feature for consignment products from suppliers. The system must be able to generate daily sales reports and system-generated Purchase Order of sold consignment products on the next working day.

How to create an easier refund process for sales return transactions is the **Third Challenge**. Customers must be able to use the refund as a payment for the next sales transaction on the same day or within a specific period.

Special discount features in POS Cashier is the **Fourth Challenge**. The limit of a special discount for each item must be set in the System for specific items only.

Comprehensive promotion schemes in the System are the **Fifth Challenge**. The promotion must be also integrated into specific credit card payment types from specific Banks.

The **Sixth Challenge** is the readiness of the Membership feature. Membership features must have a validity period, grace period, payment of the renewal fee, and promotion for members.

The **Seventh Challenge** is easy to print price tags for store users. System generated price tags are only for daily changes in the sales price, discount, and promo changes. The regular sales price in a carton and pieces, promotional price, and promotion validity period shown in the price tag.

The **Eight Challenge** is how to run procure to pay business process in the System. The Indent Sales Order and inventory transfer from a warehouse to store required to be integrated with Purchase Order functionality.

The **Last Challenge** is to gain a faster and easier process of Financials Reports. All transactions from sales and procure to pay business processes must be integrated with system generated Accounting Journals.

## ORLANSOFT SOLUTIONS

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**Orlansoft ERP - Sales Order** facilitates Sales Order transaction type categorization based on business process requirements. Sales Order transaction types for orders of Ceramic or indent orders must be ready in Orlansoft ERP with seamless integration to Orlansoft POS (Point of Sale).

The **Point reward** calculation will include all Actual sales transactions from Sales Order and POS Sales. The received Sales down payment will be compensated to the Amount to pay of Indent order in POS transactions.

**Orlansoft Consignment Item** is provided to distinguish which product items are the Purchase Consignment Items (items in the store owned by the suppliers). The selling price and purchase price of Purchase Consignment Items can be set in the Price Master.

**Automatic Purchase Order and Purchase Receipt of Purchase Consignment items** will be generated at specified hours from all sales transactions on the same day with sold quantity. The automatic Purchase Return transaction also will be generated based on the returned quantity in Sales return transactions



## ORLANSOFT SOLUTIONS ...(cont)

**Orlansoft Sales Return** will create **Return Voucher** from sales return transaction with a net sales value of returned products. The Return Voucher has a validity period started from Sales Return date + specified number of days in Cash voucher master data. Customers can use Return Voucher on the same day or in the validity period as a payment at all stores.

The Urgent Discount feature enables a specific user (not Cashier) to add a special discount on specific items with an authorized limit of Maximum Price Reduction. The limit of Maximum Price Reduction must be set by the Head Office user for specific items.

This feature provides a privilege for a specific user in stores to authorize a special discount. And at the same time, The Head office user is able to control the limit of maximum special discount that can be added by the user at stores.

**Discounts and Promos** will be calculated automatically when the Barcode is scanned. In the case of Buy 2 A get free B, the cashier may scan Barcodes with the order of items: A, C, B, D, A - extra discounts worth as B, will be counted automatically and A will be printed 2 with 1 line.

*“Orlansoft's expertise in Retail and Wholesale industry helps us in developing our retail system for our Building Materials Supermarket with fast implementation and Best Practice Business Processes.”*

Yuria Mirawati  
Owner of Sentral Bangunan

The Promotion Builder feature includes:

- Promos for members or specific Debit or Credit Card holders.
- Bigger discounts for purchase in bigger quantity.
- Buy 2 get 1 free for the same or different item or additional merchandise.
- Buy 10 will immediately get a voucher of Rp. 10.000 that can be used for next purchases.
- Buy sanitary products from ABC brands worth Rp. 4.000.000 and get extra 1 unit of item G.
- Buy item X and have eligibility to buy item Y for Rp. 10.000 from the normal price of Rp.50,000.

in addition to the above discount scheme & promo, Promos can be classified to be valid in all stores or only specific stores by the users from the Head Office.

**Orlansoft Membership** provides features to set up the Customer Loyalty Program in the System. Promo for members can be defined in Promo Master. Membership validity period, grace period, and renewal fee can be set in the Entity Setup Menu. POS Sales Transaction from a member will get automatic notification from the System if a grace period or validity period is exceeded. A member can make direct payment of the renewal fee and get member discounts on the same bill.

**Orlansoft Price Tag** enables a user at the store to print system-generated Price Tags for all items that have price changes, or changes of discount, or promo for each store. Some information on the Price tag such as regular sales price in carton and the smallest unit, promotional price and promo period can be customized to meet Sentral Bangunan's business process requirements.

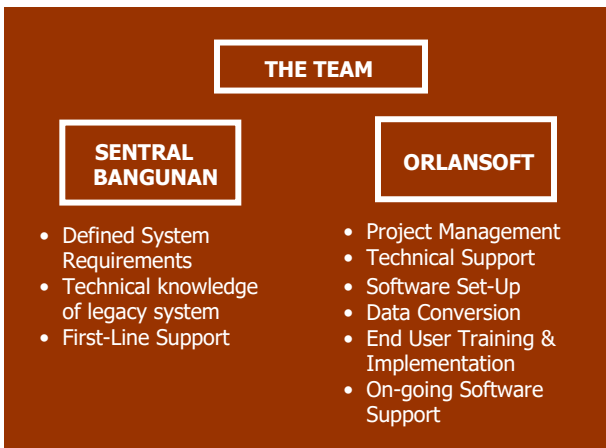
**Multiple types of Purchase Order** provides separate approval set for each PO type. Regular Purchase Order, Urgent Purchase Order, and Purchase Order for Indent Items can have different approvers. Goods Receipt transactions always require Purchase Order Number and can be printed with or without prices. Receipt of the supplier's invoice for all purchase transactions at stores can be printed by users at the Head Office.



## ORLANSOFT SOLUTIONS ...(cont)

**Orlansoft Payment Run** provides an easier cycle payment process for purchase transactions from stores and warehouses with a single payment transaction for each supplier. This feature enables users with easier tools to manage cash flow from the Head office.

**System Generated Journals** provides automatic Accounting Journals for all financial transactions at stores, warehouse and the Head office in a single screen to help Accounting users in the Head office with faster Accounting Period closing and easy to generate monthly financial reports.



## THE RESULTS

Orlansoft ERP and Orlansoft POS are the best Retail Management System, Warehouse Management System, with seamless integration to Inventory Control and Accounting System to provide easier transactions processing at Sentral Bangunan.

This solution was implemented successfully in 2 months for head office, warehouse, and the first store.

*Story prepared by PT. SENTRAL ABADI BANGUNAN in cooperation with PT. ORLANSOFT DATA SYSTEM*

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2018 - PT ORLANSOFT DATA SYSTEM.

## HIGHLIGHTS

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|----------------------------|---|-----------------|
| <b>Company Name</b>        | PT. Sentral Abadi Bangunan<br>(Sentral Bangunan –<br>Supermarket Bahan Bangunan)  | <b>COMPANY</b>  |
| <b>Industry</b>            | Building Materials Supermarket  |                 |
| <b>ORLANSOFT Solutions</b> | Orlansoft ERP<br>Orlansoft Point of Sale  | <b>SOLUTION</b> |
| <b>Sites</b>               | Malang: Karanglo  |                 |
| <b>Implementation Time</b> | in 2 months for 1 <sup>st</sup> store   |                 |
| <b>Platform</b>            | PC Servers with Microsoft<br>Windows 2012 Server R2<br>64 bit - OS  |                 |
| <b>Environment</b>         | Sybase SQL Anywhere 17.xx<br>database<br>Firefox 45x or higher  | <b>RESULTS</b>  |
|                            | <ul style="list-style-type: none"> <li>• Single master data of customer &amp; product for all end-users.</li> <li>• Auto online/off-line POS system with integrated features</li> <li>• Business Process Integration for sales, purchase, inventory, Financials, and accounting transactions.</li> <li>• Easy to execute promotion programs with promotion, point reward, and cash voucher features.</li> </ul> |                 |

