FOCUS | Solutions that move business

Maity eggs — Maity Poultries Pvt. Ltd.
Produces of Quality Poultry procucts since 1984

CASE STUDY #04

Knowing Your Eggs Before they Hatch

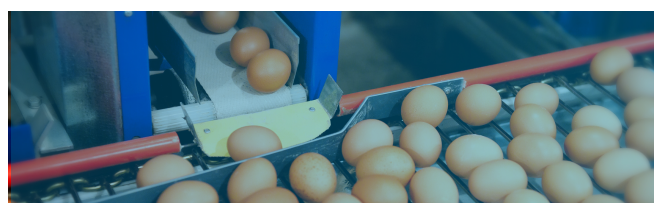How Focus Softnet's ERP helped Maity Feed Food & Packaging Pvt. Ltd. achieve process automation

Background

Established in 1984, Maity Poultries is a well-known producer of eggs in the Indian state of West Bengal. Apart from chicken eggs, it also provides a wide range of poultry products such as feed, manure along with packaging services and more.

Aiming to make West Bengal self-sufficient in eggs, Maity has expanded its operations across the region, building different units to cater to various poultry needs.

Challenges

With large scale egg production and other poultry operations, the staff at Maity spent considerable time in manual data entry. Furthermore, decision makers were unable to get module specific reports to take timely decisions and cut costs, resulting in rising expenses.

01 The client was using a **non-tailored, standard ERP** for all its operations.

02 The standard ERP did not feature any **customizable modules**.

03 The client was **unable to filter** various data apart from generic reports.

04 The software was **not scalable** and could not be expanded.

05 It also **lacked automation** and depended on manual processes.

Focus Softnet's Solution

Focus Softnet's ERP experts engaged with various departments and end-users at Maity Poultries. The requirements included a feed manufacturing and distribution module to manage purchase processes and the automation of automatic reversal entry based on PO , GRN & purchase bill party. The layer division module was also sought for the maintenance of production, daily feed, grading of eggs and their production entries.

Outcome

Based on the requirements, **Focus i** was chosen as the ideal ERP equipped with the following modules: Sales, Purchases, Inventory, Finance, Production, Quality Assurance, Payroll, Feed, Layer, Distribution of Edible Eggs and Medicine (Wholesale & Retail). After the deployment:

01 The client was able to access quick business insights through the ERP

02 Manual practices were replaced with automation driven processes

03 Separate reports could be generated for the Feed and Layer modules

04 MIS, Decision Support System & Control Mechanisms were configured

After discerning the client's business challenges, Focus Softnet successfully deployed an ERP system and automated their entire business process within the span of

60 calendar days

Who We Are

Established in 1992, Focus Softnet is one of the most trusted names and experienced vendors when it comes to ERP and CRM. We have been empowering enterprises, SMEs and MSMEs across the world with digital transformation, AI powered automation and scalable ERP systems.

28+ Years of Trust and Expertise

Presence in 17 Countries Globally

1,207,423+ Users and Counting

LET'S PLAN YOUR BUSINESS GROWTH!