METALWARE · WHOLESALE AND RETAIL

Quotations that know how far to negotiate, at today's metal rate

How a multi-store metalware business in Hyderabad gives every salesperson the confidence to negotiate, turns an agreed quote into an invoice in one step, and accepts scrap metal as payment, all inside Stock2Track.

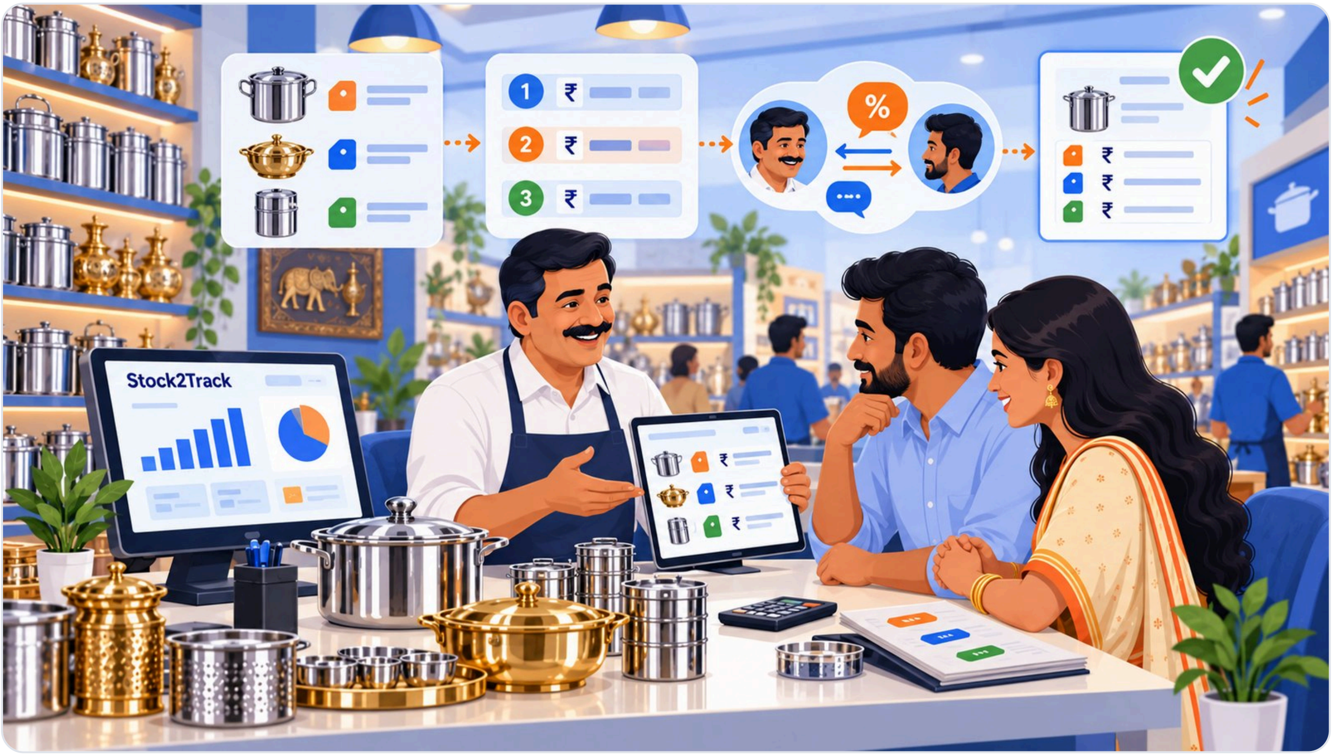

Illustration for this case study. It is not a photograph of the customer.

INDUSTRY	BUSINESS MODEL	LOCATIONS
Metalware and kitchen equipment	**Wholesale and retail**	**Multiple stores across Hyderabad**
SELLS TO	PLATFORM	CUSTOM WORK
Restaurants, wedding caterers, gift buyers, households, antique buyers	**Stock2Track, customised by CatchUs**	**Coded quotations, daily metal-rate pricing, quote-to-invoice, scrap settlement**

The business

The customer is a metalware house with several stores across Hyderabad, selling both wholesale and retail. Their range runs from large kitchen equipment for restaurants and wedding caterers, to gifting pieces for special occasions, everyday household utensils and antique metalware.

It is a trade where almost every sale is negotiated, and where the value of the goods on the shelf changes each morning with the price of metal.

The challenge

- Metal rates change daily, so the right price for the same item is different today from what it was yesterday.
- Customers expect to bargain. The salesperson has to know, on the spot, how far a price can come down, yet that cannot be printed in plain figures on a quotation the customer is holding.
- Customers often bring old metal to exchange, so an invoice may be settled in money, in scrap, or in a mix of both.
- Standard billing software handles none of this. It assumes a fixed price list and payment by cash, card or UPI.

Illustration: a customer's scrap metal is weighed and its value adjusted against the new invoice. It is not a photograph of the customer.

What CatchUs built

CatchUs did not ask the business to change how it sells. We built its existing way of working, including its private price-coding practice, into Stock2Track.

01

Coded quotations

Every quotation carries the customer's own reference code. To the buyer it is just a reference. To trained staff it shows how much room there is to negotiate on that item.

02

Linked to the daily metal rate

Rates are updated each day, and the coding responds to them. The negotiating room a salesperson reads is always based on today's metal price, not the day the quote was written.

03

Quote to invoice in one step

Once the customer agrees to a figure, the quotation converts straight into an invoice at the negotiated amount. Nothing is typed twice, and nothing is lost between the two.

04

Settle in money or in scrap

Each invoice can be paid in full, or adjusted against the scrap material the customer brings in, so an exchange sale is recorded as cleanly as a cash sale.

How a sale flows now

STEP 1

Quote

A coded quotation is prepared for the customer.

STEP 2

Negotiate

Staff read the code and bargain within safe limits.

STEP 3

Invoice

The agreed figure becomes the invoice in one step.

STEP 4

Settle

Paid in full, or adjusted against scrap brought in.

What changed

- Salespeople at every store negotiate on the spot, guided by the code rather than by guesswork.
- Negotiating limits follow the day's metal rate automatically.
- Agreed quotes become invoices in one step, and scrap exchange is part of the invoice, not a side calculation on paper.
- The business kept its own pricing practice. The software adapted to it.

Does your trade have its own way of pricing?

CatchUs has its own engineering team. If your business prices, negotiates or settles in a way ordinary software cannot handle, we build it into your ERP.

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