DRY FRUITS · WHOLESALE

Three generations of paper slips, reconciled the moment the store closes

How two brothers running their family's dry fruit wholesale business replaced handwritten slips and midnight reconciliation with two-second billing, customer ledgers on WhatsApp, and closing reports their father trusts.

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

INDUSTRY **Dry fruits, wholesale**	BUSINESS **Family-run for three generations**	SETTING **A busy wholesale market with high daily volumes**
RUN BY **Two brothers, with their father reviewing the books**	PLATFORM **Stock2Track, customised by CatchUs**	CUSTOM WORK **Fast counter billing, 3-inch invoices, ledgers by WhatsApp and SMS, closing reports**

The business

The customer is a dry fruit wholesale store that has been run by the same family for three generations. It trades in a busy market, with a high volume of transactions every day and many regular customers who buy on account.

Today the third generation, two young brothers, run the counter. Their father, who built much of the business, still reviews each day's trading, and he is very good at spotting anything that has been mismanaged.

The challenge

- Sold and due amounts for each customer were written by hand, on slips in several different formats.
- Everything had to be reconciled daily. With so many transactions, the end of the day ran long, and the brothers regularly worked past midnight to finish.
- The reconciliation also had to satisfy their father, so it needed to be accurate and easy for him to check.
- The brothers wanted to modernise without throwing away the practices the family had relied on for decades.

About 2 seconds
to produce a bill at a crowded counter

3-inch invoices
printed for every customer, for the first time

WhatsApp and SMS
customer ledgers sent straight to the phone

> **The family's way of working stayed the same. The slips and the late nights went away.**
>
> What the move to Stock2Track meant for the two brothers and their father.

What CatchUs built

CatchUs customised Stock2Track around the way the shop had always worked, then made each step fast. The family's method stayed the same. The slips and the late nights went away.

01

Built on the shop's own practices

The old way of recording what each customer bought and what they still owed was carried into Stock2Track, so nobody had to learn a new way of thinking about the business.

02

Bills in about two seconds

Items are stored for quick entry and a bill is produced in roughly two seconds, so the brothers can clear several waiting customers one after another at the busiest times.

03

Printed invoices, and ledgers on the phone

A traditional store began handing customers printed 3-inch invoices, and sending each customer their ledger by WhatsApp and SMS.

04

Reports ready at closing time

The day's figures are complete the moment the store closes. There is nothing left to add up by hand, and their father can review the day straight away.

How a day runs now

STEP 1

Bill

A printed 3-inch invoice in about two seconds.

STEP 2

Record

Sold and due amounts go to the customer's account.

STEP 3

Share

The customer receives their ledger on WhatsApp or SMS.

STEP 4

Close

Reports are ready the moment the store shuts.

What changed

- No more midnight reconciliation. The books are done when the shutter comes down.
- Their father gets clear reports at closing time, and is happy with them.
- The brothers gained time, and have used it to grow the business.
- Other traders in the same busy market took notice. Many now give their customers electronic records too, and it has brought Stock2Track new customers there.

Still closing your day on paper slips?

CatchUs has its own engineering team. We build Stock2Track around the way your family has always done business, then make it fast.

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