

RURAL DISTRIBUTION · WHOLESALE GROCERY

From a village order to the right truck: rural distribution run on one app

How a large wholesale distributor serving rural customers connected its village agents, dark stores, trucks and gate passes in a customised Stock2Track, with commissions tracked and reorder alerts for the owner.

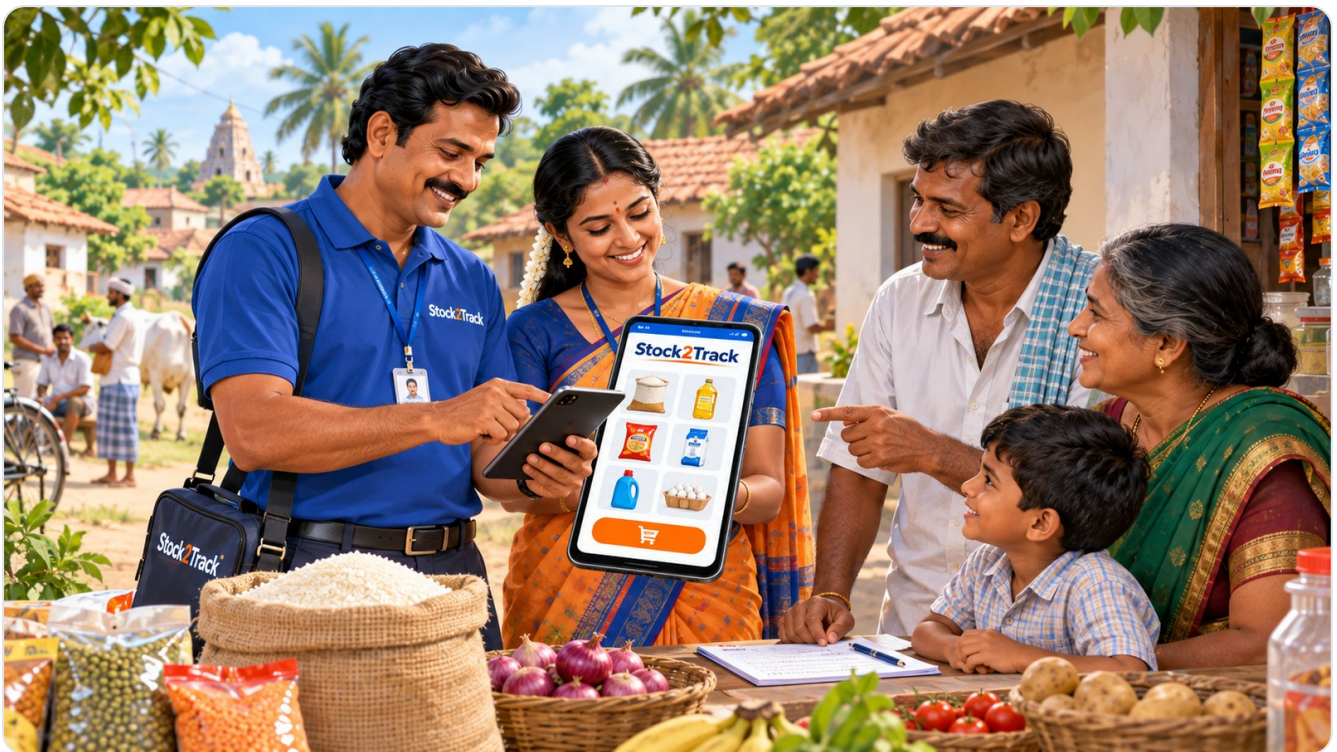


Illustration for this case study. It is not a photograph of the customer.

INDUSTRY

Wholesale grocery distribution

USERS

Owner, village agents, dark store and delivery teams

MARKET

Rural customers, served through village agents

PLATFORM

Stock2Track app and dashboard, customised by CatchUs

STORAGE

Many dark stores holding inventory

CUSTOM WORK

Agent app, order-to-store mapping, truck pickup, gate passes, van routing, commissions, reorder alerts

The business

The customer is a large wholesale distributor supplying groceries to rural customers. Its stock is held across many dark stores, which are storage locations used only for holding and dispatching inventory, not for walk-in sales.

Orders do not come over a counter. The distributor has recruited agents in the villages, who collect the grocery requirements of rural customers and place the orders on their behalf.

The challenge

- Orders arrive from many villages through many agents, and each one has to be captured accurately at the source.
- The items on a single order may be sitting in different dark stores, so every order has to be matched to the stock that can fill it.
- Goods then have to be picked order by order, loaded onto the right truck, released with a gate pass and sent out on a sensible route.
- Agents work on commission, so every order they bring in has to be credited to them correctly.
- The owner needs to see the whole network in one place, and to know when stock needs reordering.

Village agents

place customer orders straight into the app

Dark stores

every order matched to the stock that fills it

Gate pass to route

trucks loaded, released and routed by order

Agents trust their commissions. Delivery teams get a smooth run. The owner sees it all on one dashboard.

What a customised Stock2Track brought to a rural distribution network.

What CatchUs built

CatchUs customised Stock2Track to run the full journey of an order, from the agent's phone in the village to the van that delivers it, with the owner watching all of it from one dashboard.

01

An ordering app for village agents

Agents record what their rural customers need and place the order in the customised Stock2Track app, so every order enters the system where it begins.

02

Orders mapped to dark stores

Each order's items are mapped to the dark stores that hold them, so the teams know exactly which stock, in which location, fills which order.

03

Pickup, gate passes and vans

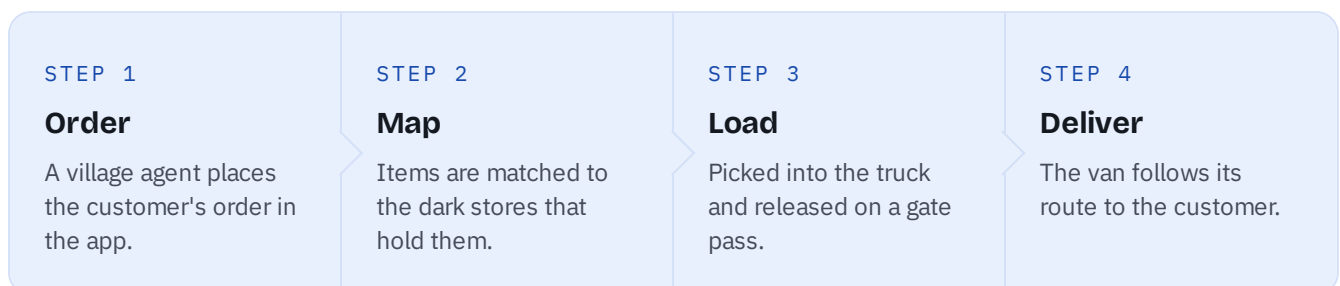
Goods are picked into trucks order by order and leave on a gate pass, with van management and routing handled in the same system.

04

Commissions, dashboard and reorder alerts

Every agent's commission is tracked against their orders. The owner manages everything from the Stock2Track dashboard and is notified when inventory needs reordering.

How an order travels now



What changed

- Agents are happy that their commissions are tracked well.
- Delivery teams are happy because the process runs smoothly.
- The owner manages the whole operation through the Stock2Track dashboard.
- The owner is notified whenever inventory needs reordering.

Running a network, not just a shop?

CatchUs has its own engineering team. Agents, warehouses, vehicles, commissions: if your operation has moving parts, we build Stock2Track around all of them.

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