

RETAIL · CRACKERS STORE, DIWALI EXHIBITION SALES

A cart, a quote and the owner's discount: Diwali crowds served without losing a customer

How a crackers store runs its Diwali exhibition sales on Stock2Track mobiles, with temporary salesmen guiding carts, leads raising quotations, and the owner's family converting each quote into an invoice at the negotiating table.



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

INDUSTRY

Crackers store, retail

SEASON

Diwali group exhibition, regulated

STAFF

Contract salesmen, led by store employees

USERS

Salesmen, leads, owner and family, counter

PLATFORM

Stock2Track on mobiles

CUSTOM WORK

Cart to quote, quote to invoice by number, guided discount rates for the owner

The business

The customer is a crackers store. Through the year it runs the usual purchases, sales and inventory management in Stock2Track.

At Diwali it takes part in a group exhibition, where many crackers shops open together under government regulations and the required safety measures. Huge crowds come, families with children who love picking out every kind of cracker.

To serve them, the store hires a large number of salesmen on contract for the season. They do not know the actual prices or how much discount can be given, so the store's own employees act as leads for them.

The challenge

- Volume: a season's worth of customers arrive in a few days, and every one of them wants attention at the counter.
- Temporary salesmen cannot be trusted with prices or discounts, but they are the ones walking the floor with the customers.
- Every sale is negotiated. The owner or a family member gives the final discount, customer by customer, and that step must not become a queue.
- The store did not want to lose a single customer to a slow quote, a wrong price or a counter that could not keep up.



Illustration: at the owner's table, a quote becomes an invoice with guided discount rates on the Stock2Track mobile. It is not a photograph of the customer.

What CatchUs built

CatchUs fitted Stock2Track to the exhibition's own workflow, so the floor, the leads and the owner's table each do one clear step on a mobile.

01

Cart and salesman on the floor

A customer gets a cart and a salesman who helps the family pick items. The salesman never needs to know a price.

02

Quotation by the lead

The cart goes to a designated lead, a store employee, who makes the quotation on a Stock2Track mobile.

03

Quote to invoice at the owner's table

The customer is brought to the owner and family. The owner keys in the quote number and the invoice pops up with guided rates for discount.

04

Discount, then the invoice

Based on the negotiation, the owner or a family member gives the discount and the invoice is made on the spot.

How a family's cart becomes an invoice

STEP 1

Pick

A salesman helps the family fill the cart.

STEP 2

Quote

A lead raises the quotation on a mobile.

STEP 3

Negotiate

The owner opens the quote by number, sees the guided discount rates.

STEP 4

Invoice

The agreed discount goes in and the invoice is made.

What changed

- No customer is lost to a slow quote or a wrong price; the owner's table keeps pace with the crowd.
- Temporary salesmen sell without ever handling prices or discounts.
- Guided discount rates on the invoice let the owner decide quickly and consistently.
- The store adapts to volume demand at the counter during the Diwali sale, and runs its normal purchases, sales and stock in the same system.

Does your busiest week need a different process?

CatchUs has its own engineering team. We build Stock2Track around the way you sell on your biggest days, on mobiles, so that temporary staff, leads and the owner each do their part.

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