Success story

Developing a centralized ERP solution for a leading liquor retail chain

Customer	Country	Industry
Leading Premium Liquor Retail Chain	India	Retail

About the client

The client is a leading liquor retail chain in India, specializing in premium wines, spirits, and beers. With over 500 retail outlets nationwide, it has established itself as one of the most recognized and expansive alcohol retail networks in the country. The brand brings together decades of industry experience with modern retail practices, offering a curated selection of Indian and international liquor brands.

Tech stack

mongoDB®   React   Laravel

A strategic move towards automated and scalable retail operations

As the client expanded its presence across India, managing operations across multiple outlets became increasingly challenging. Key business data – ranging from sales and customer preferences to inventory and discounts was scattered across disconnected systems. This lack of alignment made it difficult to get a clear, unified view of overall performance. Inventory management was particularly affected, leading to stock imbalances where some stores faced overstocking while others ran into frequent shortages.

Relying on manual tracking and spreadsheets further slowed down operations, increased the risk of errors and hindered timely decision-making.

To overcome these challenges and support scalable growth, the client envisioned a centralized platform that would bring together all critical data under one system. The objective was to automate routine processes, gain real-time visibility into inventory, and enable better control over pricing and promotions. They chose Daffodil Software for their expertise in building scalable ERP solutions and automating complex operations.

We outlined a comprehensive set of requirements, which included:

✅ Developing a unified ERP platform to consolidate sales, inventory, customer preferences, discount structures, and outlet performance data from disparate systems.

✅ Implementing smart inventory tracking with automated alerts to prevent overstocking or shortages, offer real-time stock visibility across all outlets and warehouses, and enabling demand forecasting and restocking based on past data and trends.

✅ Creating dashboards that offer real-time insights into sales performance, inventory levels, and customer behavior.

✅ Designing a scalable system architecture capable of supporting an expanding network of outlets without performance degradation.

✅ Implementing secure role-based access to ensure that only authorized personnel can view or manage sensitive business data.

Building a unified ERP platform to automate retail operations and drive efficiency

Daffodil Software began by working closely with the client to understand their operational challenges. The objective was to build a unified ERP platform that could automate fragmented processes and deliver real-time visibility into business operations.

We developed a robust backend using Laravel and MongoDB, enabling centralized control over sales, inventory, discounts and outlet-wise performance data. A modern and responsive interface was built with ReactJS, offering store managers and head-office teams an intuitive dashboard for tracking inventory, managing pricing and accessing live reports.

In order to streamline retail operations, we also integrated the platform with existing POS systems, ensuring real-time synchronization of sales data, automated stock deductions as well as consistent pricing across outlets. This complete automation reduced manual efforts, improved stock accuracy and laid the groundwork for scalable and data-driven decision-making.

Here's a look at the dashboards we built for smarter insights:

Sales Dashboard

We developed the sales dashboard to help the client gain a real-time, consolidated view of sales performance across all outlets. It tracks key metrics such as total sales, gross sales, net sales, average order value (AOV), overall revenue, etc. This dashboard allows business heads to identify high-performing outlets, monitor sales trends, and make timely decisions around inventory planning and promotional strategies based on actual performance data.

Inventory Dashboard

The inventory dashboard was built to streamline stock management and prevent supply-demand mismatches. It provides complete visibility into current stock levels, inventory value, purchase volume by suppliers and product availability across outlets. With this dashboard, the team can monitor restocking needs in real time, avoid overstocking or shortages, and optimize supply chain efficiency.

Customer Dashboard

In order to better understand customer behavior and footfall trends, we developed the customer dashboard. It captures key insights such as customer visit frequency, sales per customer, and regional preferences. This helped the client identify buying patterns, segment customer types, and evaluate store performance based on customer engagement. The dashboard plays a crucial role in shaping loyalty programs, targeted marketing efforts, and personalized promotions across locations.

Discount Dashboard

We created the discount dashboard to help the client monitor and manage discounts at the employee and store levels. It tracks employee-authorized discounts, logs discount history, and generates detailed reports on how discounts impact revenue. This dashboard ensures better compliance with discount policies, prevents misuse, and supports data-driven decisions around pricing strategies and promotional campaigns.

How our platform simplified retail operations through process automation?

The centralized ERP platform helped the client simplify and improve their retail operations by replacing manual tasks with automated processes. Real-time visibility into sales, inventory, and customer data enables faster, more informed decision-making. Stock imbalances were reduced significantly, as the platform's smart inventory tracking and demand forecasting ensured timely replenishment and optimized stock distribution across outlets.

Integration with POS systems, automated sales data capture and stock updates, reducing errors and improving accuracy. The role-based dashboards empowered different teams with tailored insights, helping business heads monitor performance, store managers track inventory and marketers understand customer behavior. This allowed the client to manage pricing, discounts, and inventory more effectively and set the stage for smooth and scalable growth.
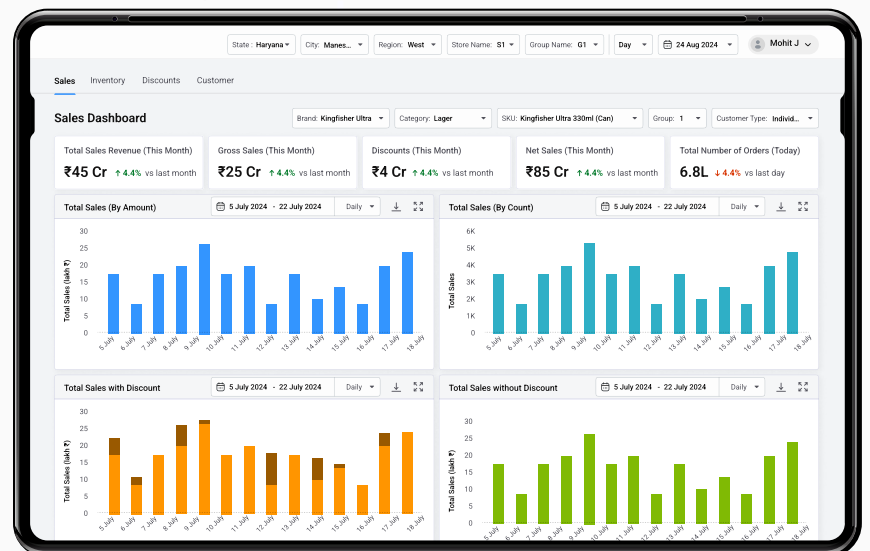
Services used

ERP Platform Development

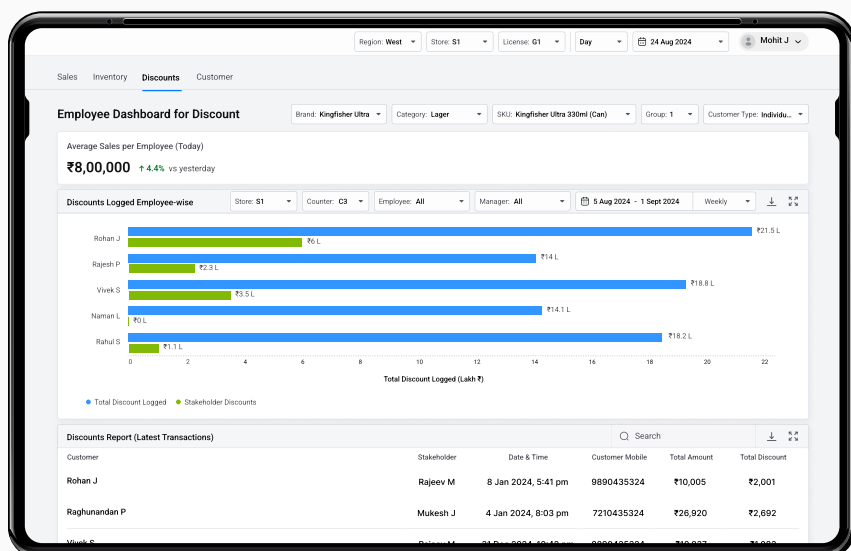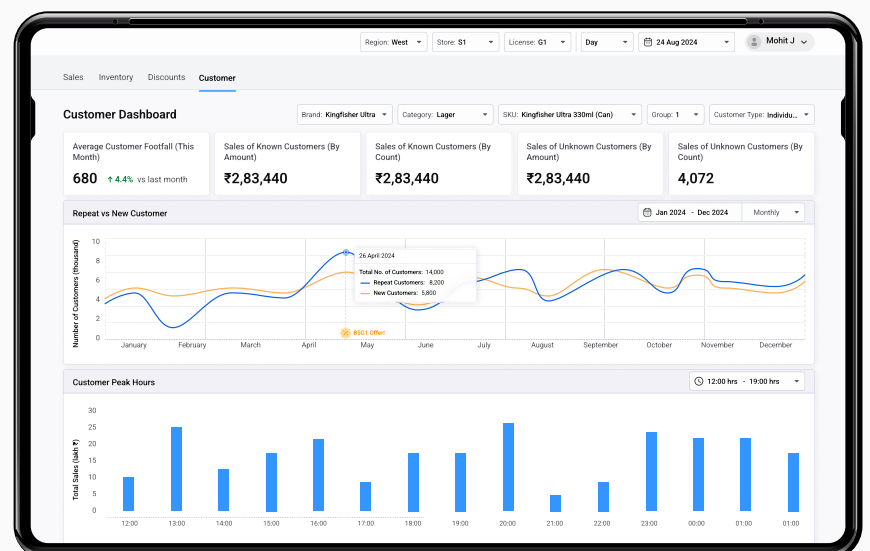**Web Development Services**

Product snapshots
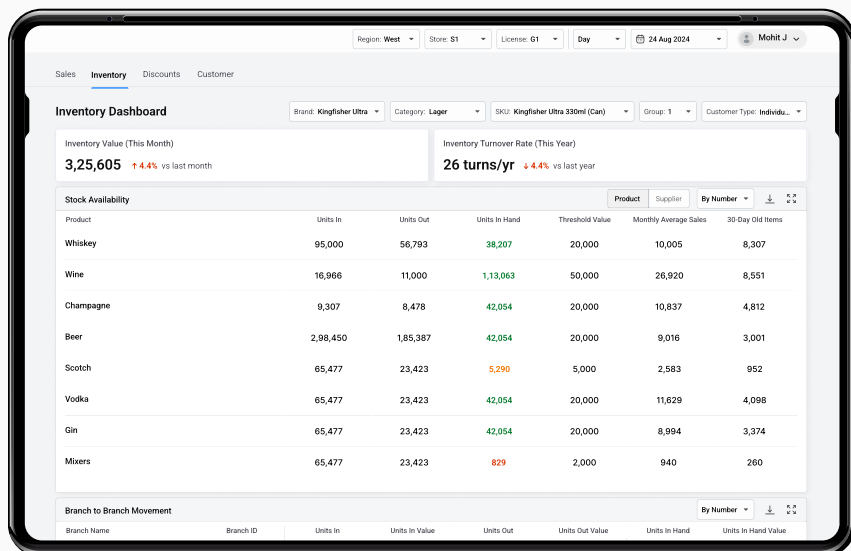
Inventory dashboard to streamline stock management and prevent supply-demand mismatches

Sales dashboard to help the client gain a real-time and consolidated view of sales

Discount dashboard to help the client monitor and manage discounts

Customer dashboard to better understand customer behavior and footfall trends

Have a software product vision in mind?
Setup a personalized consultation with our technology expert.

Let's Talk