



***Automation Has Enabled Formulated Spices Manufacturer to Manage Business Growth Effectively without Any Substantial Increase in Headcount***



### highlights

Established in the year 1984, Goldiee Masale is a well-known name in India, Europe and Middle East. It is a leading manufacturer, supplier and exporter of all kinds of basic and formulated spices & has gradually diversified its product range. Currently Goldiee Masale has around 150 products in its product portfolio. It exports products to Middle East, South East, US, UK, Russia and other countries.

With increased popularity amongst food lovers & quality conscious consumers and a strong network of around 1200 distributors and C & F agents, Goldiee products are available to consumers all over the country. Efficient management of operations at such a growth rate was a challenge. This led to the need of a solution that would integrate the entire range of its business areas including Manufacturing, Inventory, Sales & Purchase, Dealer Management, Finance/Accounting and Fixed Assets to add visibility & control to its business processes.

After a detailed due diligence of various global solutions, Goldiee Masale finalized on Microsoft Dynamics NAV as their enterprise solution, and All e Technologies (Alletec) as their consulting and implementation partner. The implementation of Microsoft Dynamics NAV has automated & streamlined business processes that in turn has led to reduced operational costs and increased employee productivity at Goldiee Masale.

**“Over the last 3 years, we have grown at the rate of 30 to 35% per annum. Thanks to Microsoft Dynamics NAV, we have been able to manage this growth without any significant additional manpower in the Finance and Material management functions”**

**Sudeep Goenka**  
Director, Shubham Goldiee Masale

## business situation

New export destinations and diversification of product portfolio meant varying consumer behavior & demands, which led to the need for streamlined product development and distribution processes. Goldiee Masale's business includes make to stock and make to order. The company could no longer rely on a myriad of disparate legacy systems to develop, produce, and distribute its expanding line of products to its expanding customer base. Some of the major concerns for Goldiee Masale included:

- High **Inventory carrying cost**: Not able to optimize Inventory level due to lack of real time stock visibility. Situation is aggravated since Goldiee Masale has items (both raw material and finished goods) whose shelf life is limited and thus important to be tracked.
- Inefficient **material requirement planning** and production schedule
- Long **order fulfillment cycles**
- Ineffective **sales analysis**
- Inefficiently managed **dealer network**

## the Alletec business solution

Alletec provided Goldiee Masale a Microsoft Dynamics NAV based business solution, customized to their needs. This system covers all core aspects of the Goldiee operations, including - Manufacturing, Inventory Management, Dealer Management, Finance Management (including statutory compliance), Sales & Marketing, and Purchase & Payables.

Manufacturing module was customized to address key requirements like, inventory optimization, production efficiency optimization, effective material planning and production schedule, effective forecasting, and defining plant wise manufacturing process – for areas that are unique for this business.

## the benefits

Goldiee Masale experienced remarkable improvement in overall operational efficiency post deployment of NAV.

- Enabled statutory compliance and saved effort and cost on audit process.
- Enhanced customer satisfaction levels resulting from timely deliveries.
- Real-time inventory tracking facilitated automated ordering to vendors, thereby maintaining optimum stock levels.
- Improved information sharing across the organization.
- Effective sales analysis enabled the company track region and customer profitability, and make timely and efficient investment decisions.

For more information about Goldiee Masale, visit

[www.goldiee.com](http://www.goldiee.com)

For more information on All e Technologies (Alletec) visit us at

[www.alletec.com](http://www.alletec.com)

“As the order information goes to the production manager in flash of a second, ‘Order to Production’ time slashed to 1/3rd of the original i.e. from 3 days to overnight.”

**Sudeep Goenka**

Director, Shubham Goldiee Masale



## results

- Reduction of at least 10% in Inventory carrying costs.
- ‘Order to Production’ time slashed to 1/3rd of the original.
- Minimal change in manpower cost despite annual growth rate of 30-35%
- More efficient Dealer Management, even with a wider dealer network – adding 20% more dealers over 3 years (FY 2009-2012).

