



## Background

GAMA (Import/ Export) Limited, a distributor of Turkish food products, began business in 1991. Ali Sancak, owner of the company, originally operated the business using a paper method – archiving all orders. As the business grew and the complexity of customers, products and pricing expanded, the paper based operation was no longer practical.

By 2000, Ali recognised that the only way to grow the business was to be able to monitor the stock levels, stock delivery and sales prices more closely. He started to investigate readily available software solutions, but found that they didn't meet his needs. He needed a solution that relied on barcode data to ensure the correct products were being sold, picked and distributed, whilst also needing to use a back-end system that could monitor the sales prices of over 1500 products to 1000 customers. The complexity of the

requirement led Ali to look for a software developer to design a package to suit his specific requirements. He enlisted the help of Mesut Gencer, a programmer who had experience developing solutions on Casio hand held terminals for a variety of industries and IKA retail a CASIO dealer, to develop a bespoke solution.

## Solution

The mobile sales solution involves 5 CASIO IT-3000 hand held terminals carried by each of the companies sales representative. The terminal is fitted with a barcode scanner and GPRS card, allowing the sales reps to submit orders remotely from the customer's site. And because the IT-3000 has an integrated receipt printer, they are also able to print a receipt for all orders and a receipt when payment is received.

## Benefits

By remotely submitting orders, the speed of shipment is in-

creased. Another advantage is that the pricing can be monitored. With a set price range programmed into the database for each product, if a sales representative tries to sell a product below this range an alarm will sound and the order will be blocked. The database stores each customers pricing for every product they buy. And with a

**“My sales reps are now more efficient and the IT-3000 system has considerably increased my profitability.”**

receipt printed after every order, no future pricing disputes can

occur, as the customer is given a record of what they bought and for what price.

These efficiencies save time and mean the sales representatives can now visit up to 15 stores a day, an increase of 5 store visits a day, making them much more profitable. To maximise time spent on the road, a route planner is generated to plan their journey, ensuring more effective territory and account management. Ali commented, “My sales reps are now more efficient and the IT-3000 system has considerably increased my profitability.”

## Contact

CASIO  
Call: 0208 208 7843  
E-mail: [enterprise@casio.co.uk](mailto:enterprise@casio.co.uk)  
IKA retail  
Call: 020 8886 3100  
E-mail: [sales@ikaepos.com](mailto:sales@ikaepos.com)