
CASE STUDY

KARNAVATI PAGARKHA BAZAR

Ahmedabad, Gujarat, India

OUTLINE OF TOPICS

WHAT WE'LL DISCUSS

About Company
Project Overview
Pain Points
Solution
Facts & Figures
Result
Project Timeline
Solution Look Over
Contact Us

THINK ABOUT IT:

Citta's CRM and mobile app
transformed our retail operations and
customer experience!

ABOUT KARNAVATI PAGARKHA

Karnavati Pagarkha Bazar is a leading retail footwear chain with multiple store locations. Managing customer relationships, sales tracking, and store employee coordination required an advanced CRM and mobile application for seamless retail operations.

PROJECT

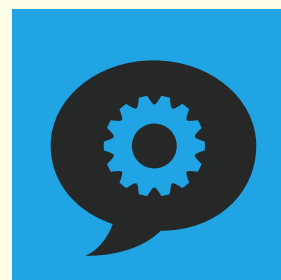
OVERVIEW

Karnavati Pagarkha faced customer engagement challenges, unstructured inventory tracking, and inefficient employee communication. Citta developed a custom CRM, inventory management and mobile application, enabling better customer management, sales tracking, and real-time store communication, significantly improving store operations and customer loyalty.

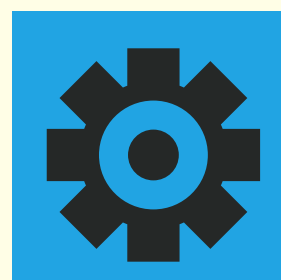
PAIN POINTS FOR KARNAVATI PAGARKHA



Unstructured customer data – No proper tracking for loyalty programs.



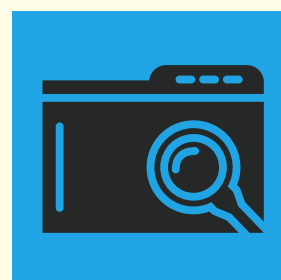
Inventory tracking inefficiencies – Difficulties in managing stock levels.



Poor Inventory monitoring – No real-time sales insights.



Lack of employee communication tools – Slow decision-making and coordination.



No automated promotions – Limited customer engagement strategies.

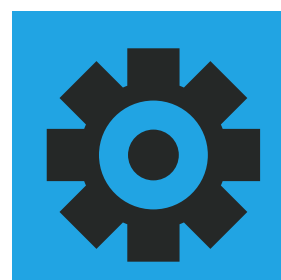
OUR SOLUTIONS FOR KARNAVATI PAGARKHA



Customer relationship management (CRM) system – Centralized customer tracking.



Mobile app for employees – Real-time sales and inventory updates.



Automated inventory tracking dashboard – Data-driven decision-making.



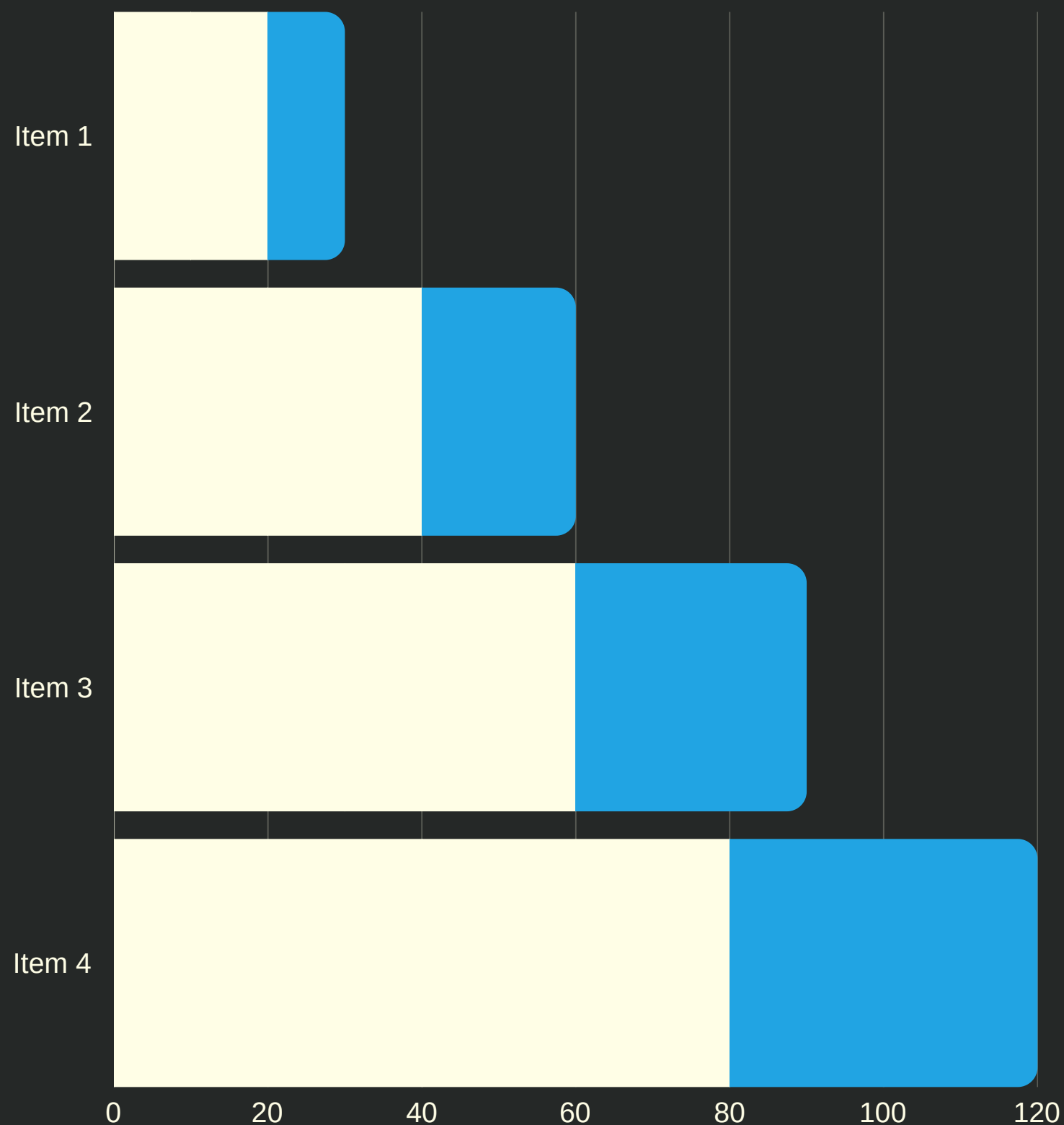
In-store communication tools – Faster coordination and efficiency.



Loyalty program automation – Personalized customer rewards and offers.

FACTS & FIGURES

- **25%** increase in repeat customer purchases through loyalty programs.
- **30%** better sales tracking accuracy with CRM.
- **40%** faster employee communication using the mobile app.
- **20%** improvement in inventory accuracy via automation.



**BETTER
CUSTOMER
ENGAGEMENT.**

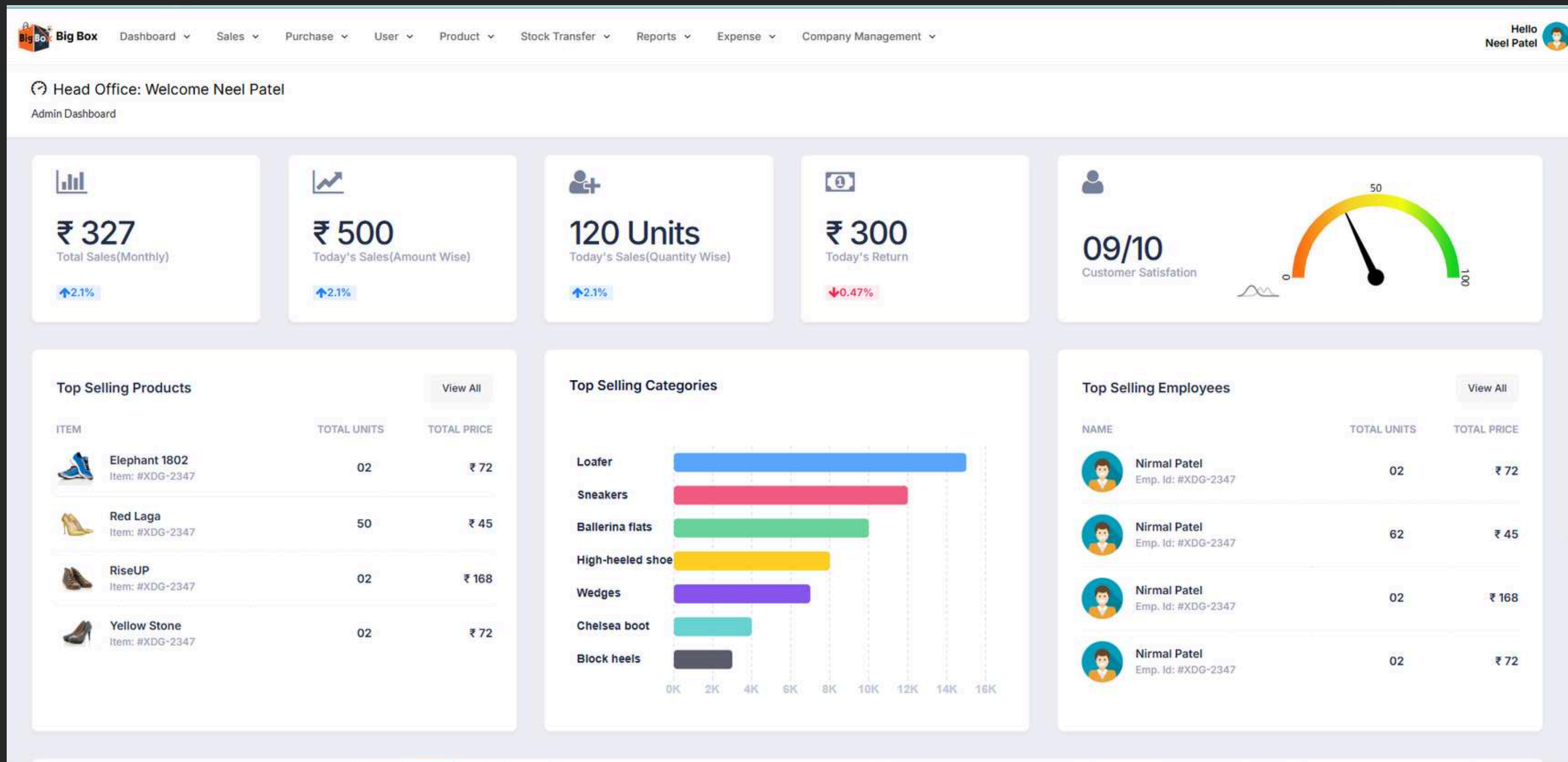
**MORE EFFICIENT
STORE
OPERATIONS.**

KARNAVATI PAGARKHA TIMELINE


A 6-MONTH JOURNEY




Solution Look Over





Solution Look Over
































Dashboard ▾ Sales ▾ Purchase ▾ User ▾ Product ▾ Stock Transfer ▾ Reports ▾ Expense ▾ Company Management ▾

Hello Neel Patel 



Sales Return

Add Sales Return by clicking the New button.  


to

#	Customer Name	Return No	Sales Order No	Return Date	Sale Qty	Return Qty	Discount	Grand Total			
1	cash customer	1160447596	HO/24-25/87	12/08/2024	0	1	1,767	20			
2	cash customer	1223434124	1122901241	09/08/2024	0	3	178	5,106			
3	cash customer	118251672	1165510511	05/08/2024	0	2	313	2,998			
4	cash customer	117330333	1172254813	29/07/2024	0	0	0	2,998			
5	cash customer	SR/HO/24-25/23	HO/24-25/87	25/07/2024	1	1	1,767	20			
6	cash customer	SR/HO/24-25/22	HO/24-25/80	03/07/2024	8	8	0	23,992			
7	cash customer	SR/HO/24-25/21	HO/24-25/78	28/06/2024	3	3	0	6,197			
8	cash customer	SR/HO/24-25/20	HO/24-25/38	19/06/2024	0	0	0	1			
9	cash customer	SR/HO/24-25/19	HO/24-25/74	14/06/2024	1	1	0	900			
10	cash customer	SR/HO/24-25/18	HO/24-25/66	14/06/2024	1	1	0	2,100			


Showing 1 to 10 of 21 entries


1
2
3


Solution Look Over



Dashboard ▾
Sales ▾
Purchase ▾
User ▾
Product ▾
Stock Transfer ▾
Reports ▾
Expense ▾
Company Management ▾

Hello Neel Patel 

Sales Bill Form

You can add new Sales Bill by filling following form.

Cancel Submit Submit & Print

Bill No *



Bill Date *

Customer *

Mobile No.

Enter Barcode

* Press Enter to add new Product Add

#	Product	Color	Size	Avl. Stock	Qty	Select Price	Unit Price	Price	Disc(%)	Disc(₹)	Total Price	
1	<input type="text" value="Select Product"/>	<input type="text" value="Select Color"/>	<input type="text" value="Select Size"/>	0	0	<input type="text" value="Select Price"/>	0	0	0	0	0	
2	<input type="text" value="Select Product"/>	<input type="text" value="Select Color"/>	<input type="text" value="Select Size"/>	0	0	<input type="text" value="Select Price"/>	0	0	0	0	0	

Description

Extra Charge (+) :

Payment

Payment Method *

Amount * Add

#	Payment Type	Amount	Narration	Cheque No
No data available in table				

Showing 0 to 0 of 0 entries


Round Off (-) :

Total Amount :


Balance :

Change :

Solution Look Over


Big Box

Dashboard Sales Purchase User Product Stock Transfer Reports Expense Company Management

Hello
Neel Patel 

Product & Stock

Submit
Cancel

You can add new Product & Stock by filling following form.

Upload Image

Drag and drop a file here or click

Product No. *

Product Name *

Category *

Sub Category *

Serial No. *

HSN No.

Stock Alert *

Tax Structure *

Description


Price on Product

#	Source Value	Source Name	Destination Value	Destination Name
1	1	PCS	0	PCS

Stock



Solution Look Over


Big Box
Dashboard
Sales
Purchase
User
Product
Stock Transfer
Reports
Expense
Company Management

Hello Neel Patel


Stock Transfer

Add Stock Transfer by clicking the New button.

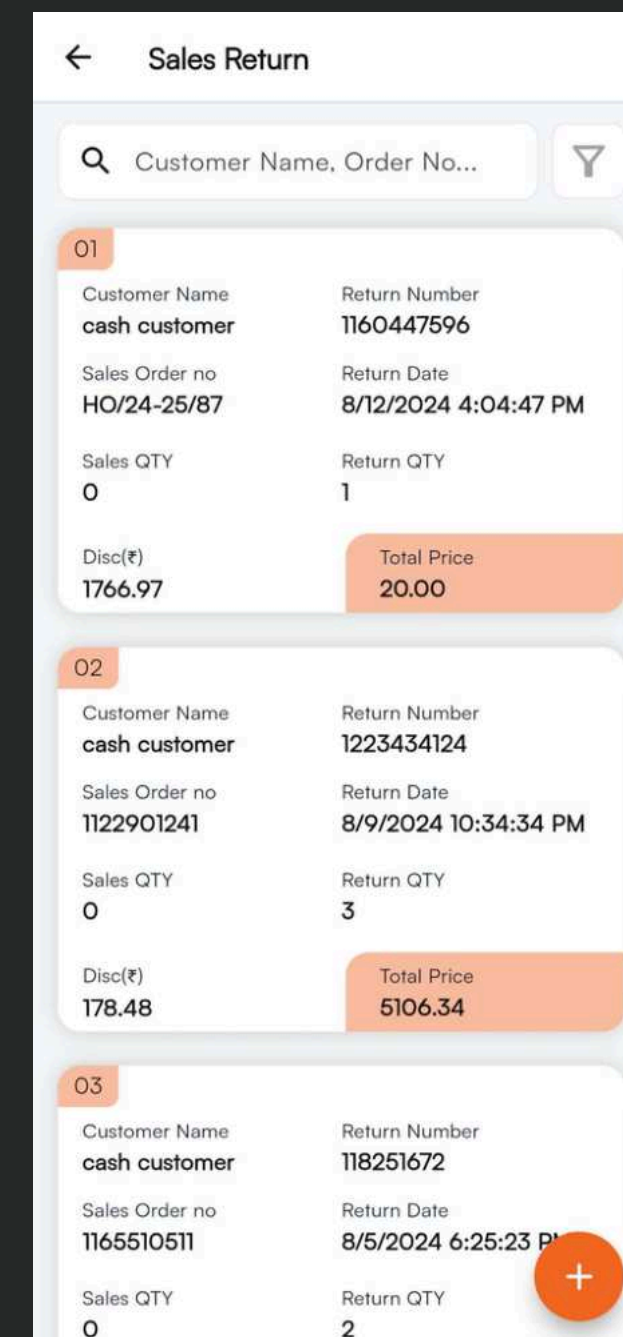
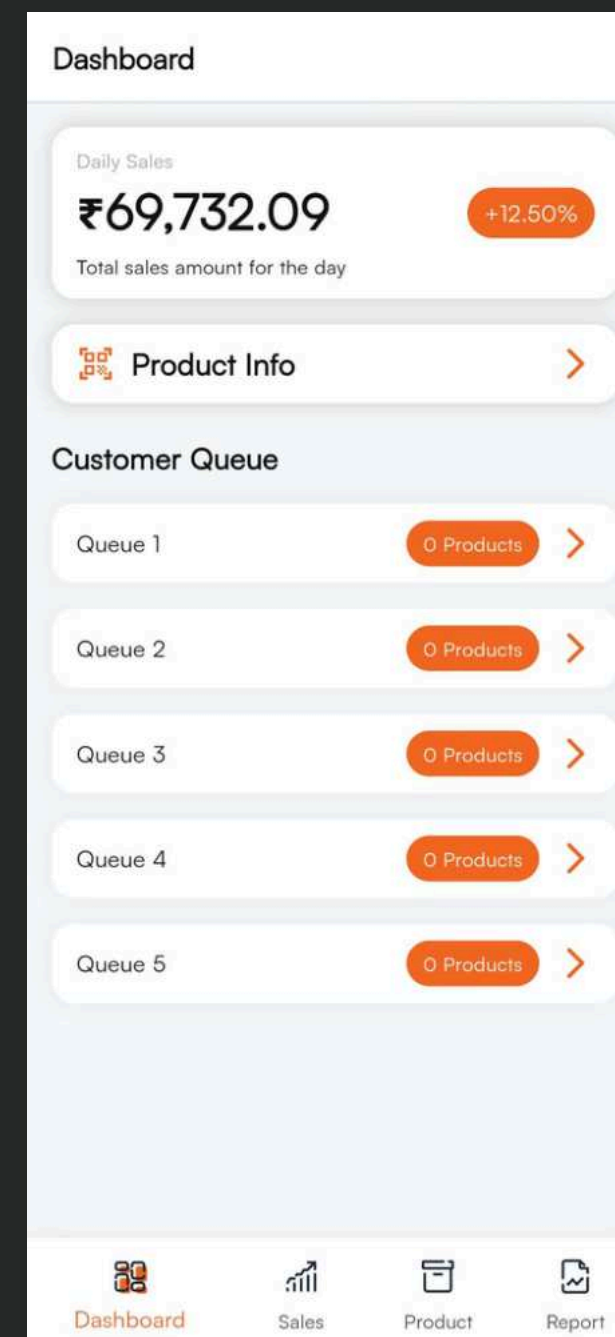
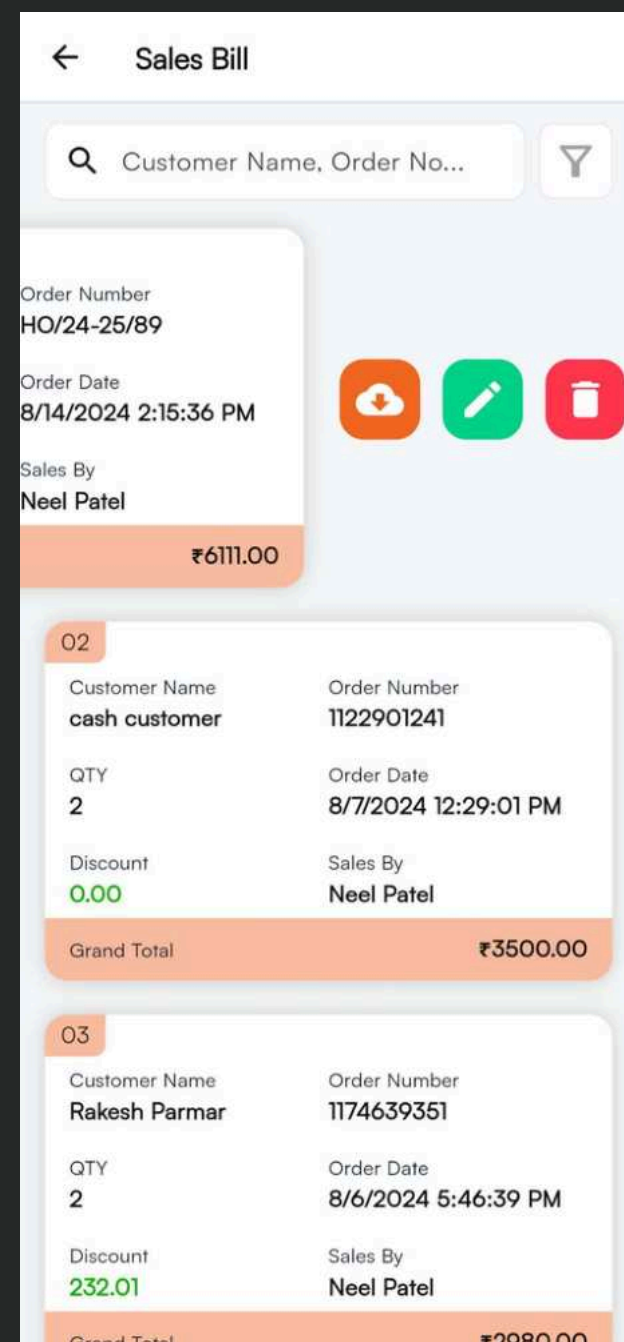
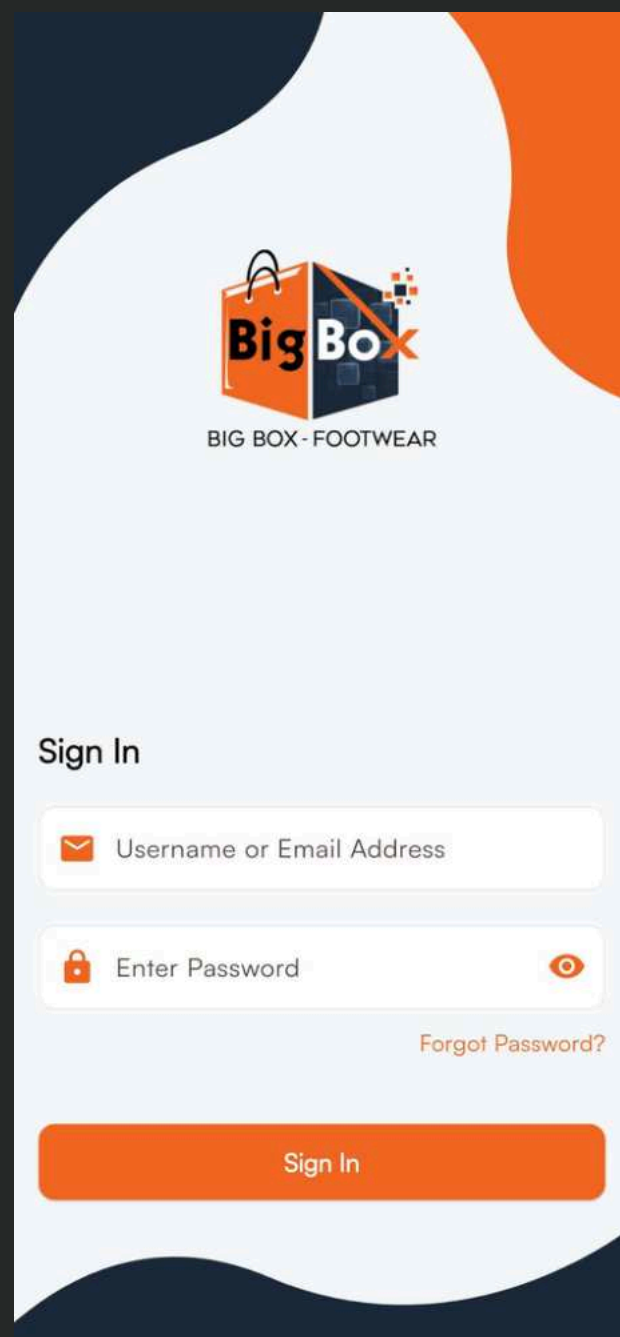





#	Transfer No	Transfer Date	Branch From	Branch To	Reciever Name	Status			
1	ST-27	01/07/2024	Head Office	APMC	Amul APMC	Completed		-	-
2	ST-26	28/06/2024	Head Office	APMC	Amul APMC	Completed		-	-
3	ST-25	28/05/2024	Head Office	Joravar Palace	Joravar Palace	Completed		-	-

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Mobile App Look Over



CONTACT US

FOR QUESTIONS, COMMENTS,
AND MORE INFO

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