



Nasser Bin Abdullatif Al Serkal est.
Races ahead with Cosmic EMS

Customer since: 2002
Industry: Retail & Distribution
Locations: 14

Company Overview:

Nasser Bin Abdullatif Al Serkal Est. is the sole importer and distributor of Bridgestone brand tyres for Dubai and the Northern Emirates within the UAE. Nasser Bin Abdullatif Al Serkal stocks a very large range of Bridgestone tyres to cater to the needs of customers in the UAE. The range covers truck tyres, light truck tyres, passenger car and 4WD tyres, earthmoving equipment tyres and even motor cycle tyres. Nasser Bin Abdullatif Al Serkal sells tyres to all the major fleets and contracting companies in UAE as well as Government departments. The company has a well- developed network of dealers across Dubai and Northern Emirates.

Business Challenge:

Such proliferation does not guarantee success in the competitive retail market however, to win customers & dealers Al Serkal Est. sells a diverse range of tyres and services. Apart from tyre sales their services include computerized wheel alignment, wheel balancing & fitting and tubeless tyre puncture repairs.

Retailers know that aside from their product offerings, quick, efficient service goes a long way in keeping customers happy. So when Al Serkal Est. moved to Cosmic EMS, it benefitted from an efficient management system that would allow its team to monitor, update and process transactions centrally from the Al Serkal head office.

The problem and challenge for Al Serkal Est. was:

- ❖ To improve sales and overall profit in the Dealership.
- ❖ Provide distinctive competitive advantage.
- ❖ The need of an application that could be updated continuously and give real time stock.
- ❖ And allow customers & dealers to order products online with a seamlessly integrated CRM solution.

The Solution:

With the use of Cosmic EMS and its highly configurable product grouping, it enables them to classify items into various tyre categories that they sell. This provides them with a detailed analysis on the various tyre types and sizes at the procurement and sales cycle. It is flexible configuration also has an integration capability to the accounts giving up to date financial information.

Benefits:

- ❖ Increased efficiency in sales and services in the outlets.
- ❖ Online visibility to vendor and inventory information.
- ❖ Innovative and exciting application provides distinctive competitive advantage in the Dealership environment, with its seamless integration to the CRM application.
- ❖ Quicker, more efficient process for handling financial, sales, inventory and procurement modules.
- ❖ And decreased product returns by get it right the first time.

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