1C:Enterprise 8. Trade management

Preface

"1C:Enterprise. Trade Management" is a boxed business application offering complex automation of accounting tasks management, analysis and planning of commercial transactions, providing efficient trading enterprise management as a whole.

Trade management functionality

Sales management subsystem allows solving tasks of management accounting and sales control, in both natural and money terms. It includes two blocks – sales planning and customers' orders management.

Sales planning block is intended for providing management personnel with information on actual and planned values of the enterprise activity. Planning is performed for groups of items, or on separate items. It's also allowed to select a category of customers (by region, for example) and make up individual plans for each of the groups.
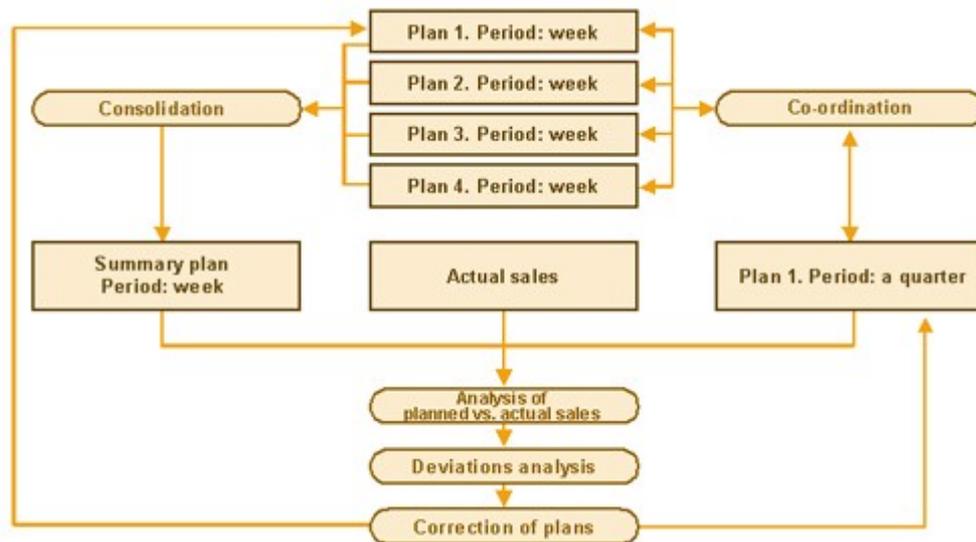
It allows to make up plans with various time scales (from a day to a year period), so strategic (for a quarter, or annual) as well as work plans can be built for the same period. For example, an annual plan can be built in the beginning of a year, and monthly plans can be approved according to that.

Sales planning can be performed for an enterprise in general or by its departments separately. This allows department managers to make up plans for their directions, which can be composed into a summary sales plan for the company in general.

Later, the plans can be compared to actual sales, deviations are analyzed and the plans can be corrected.

Sales planning diagram

Comparative analysis of planned and actual sales can be performed for various periods (for example, for the same periods of current and last year) and various levels of details.

Customers' orders management subsystem allows implementing the most efficient for the enterprise strategy of working out customers' orders, according to the business strategy selected on the enterprise (sales from stock, to order, etc.); reservation items

on a stock with subsequent shipment, adding a customer's order to earlier created orders for suppliers, etc. An algorithm is provided for automatic goods reservation and accommodation, allowing optimal placement of a customer's order to supplier's orders and to free items on stock.

The system provides meeting delivery terms for the items ordered, satisfying as many customers' demands as possible, also avoiding overstocks.

'Orders analysis' report gives information for current state of customers' orders.

There is a capability of analyzing an order expected profit when the order is being drawn up. This excludes situations when discounts could make the price lower than minimal admissible value.

There are several **Sales schemes** provided in the application: with tentative reservation of goods, or without it (from actual stock remainders); by preliminary orders with suppliers for particular orders from customers; sales on credit or on the conditions of full (or partial) prepayment.

Purchases management functionality provides managers with information necessary for planning timely purchases of goods and for optimization of purchase costs.

The sub-system allows automating such operations as the following:

- Making up purchase orders for suppliers basing on customers' orders.
- Monitoring bill settlements and delivery of good for the orders.
- Correction and closing purchase orders
- Suppliers' prices monitoring.

Warehouse management

- Warehouse accounting
- Internal orders management
- Overhead expenses records

Warehouse management implements **detailed records management** on stocks
(warehouses), providing full control over an enterprise's goods stocks, for both wholesale and retail trades.

Multiple warehouses and **units** are supported. It provides **separated accounting** of goods owned, accepted and passed for sale, accepted for safe keeping, also accounting of reusable containers.

Operations over sets, making them up and de-packaging are also provided.

Inventory functionality calculates the difference between accounted (registered in the information base) and actual goods found during the stock-taking. Then writing-off or posting documents are made up.

Internal orders processing functionality allows a company departments to order goods with other departments to supply their own stocks. Internal orders are also processed in sales and purchases planning with the same algorithms. An internal order is considered closed upon taking the good on target stock.

Overhead expenses may be included into goods' cost. Depending on the nature of the expenses they may be spread pro rata to costs of goods received, their weight or quantity. Overhead expenses may be fixed before goods receipt (according with a particular agreement or order).

Allows solving the following tasks:

- Storing contact information on customers, automatic notification about future contacts with a customer.
- Contact information exchange with external mail programs.
- CRM analysis with grouping customers into various categories (ABC- and XYZ-analysis) .
- History of contacts with customers.

Customer relationship management (CRM)

As **contact information** it there may be such parameters as address, telephone number, e-mail address, local phone number, etc. Also, there me be several contact persons for a customer, with additional contact information for each of them.

'Contacts' may also include arbitrary information received from customers as well as information entered by a user himself to be sent out.

Analysis of contacts efficiency is performed with the help of "Contacts and information sources analysis' report. At that, various parameters may be used to estimate results. For example, one can see how sales volumes grew up after ringing customers round. Or, what was the company's profit after an advertising company, and advertising in which newspaper brought the best result.

The capability of **contact data exchange with external e-mail programs** increases work efficiency and keeps the contact database integrated and helps to avoid its duplicating.

Data exchange is arranged in CSV format with 'Data import/export' functionality.

CRM analysis provides **customers appeal analysis** (ABC) and **customer relation stages analysis** (XYZ).

ABC analysis allows estimating relative value (appeal) of various groups of customers and to distribute business efforts for them correctly.

ABC analysis is performed with a corresponding report, basing on data, entered to a database. From the report data one can re-arrange lists of partners according with the importance groups. There may be three such importance groups:

- "A" – high importance
- "B" – medium importance
- "C" – low importance

An automatic ABC-classification is provided for automatic re-arranging the partners.

Values and criteria of the processing are defined by a user in the processing settings. After the processing, every partner (contact) receives a proper category; however they may be modified by a user manually, too.
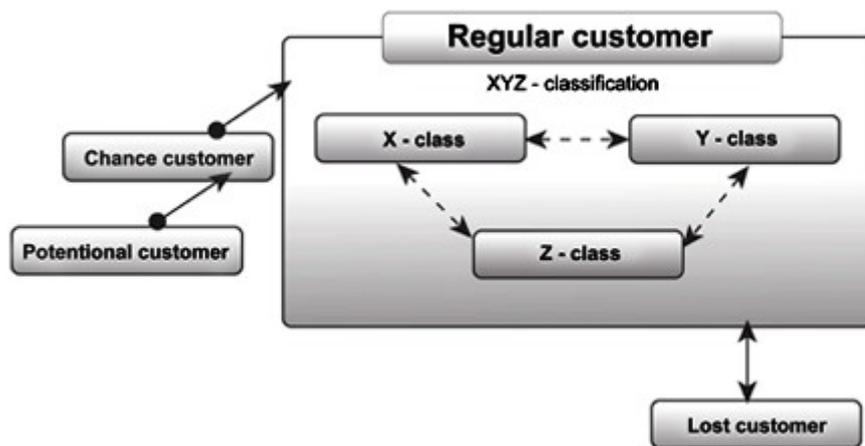
can be also applied to the list of contacts and classify them by stages of relations. **XYZ analysis and relation history**

A customer relation stage can obtain one of the following values:

- Potential customer
- Chance customer
- Regular customer
- Lost customer

In order to understand tendencies of customers' inclinations, more detailed information is also displayed for 'Regular customer' group, such as X, Y and Z classes. (Arrows on the scheme represent transition directions between states).

XYZ analysis is performed with 'XYZ analysis of customers' report.

'XYZ processing' automatically assigns proper classes to contacts, it can be manually modified, as well.

Reporting

The application offers **analytical reporting** functionality as a **powerful and flexible mean** for analysis of all aspects of enterprise business activity.

One can get information on stock states, orders, sales, mutual settlements from any analytical points of view with required level of details.

For example, one can get sales information by regions for one or other group of goods or monitor sales volumes for a period of time with details by days.

User can adjust level of details on his own, as well as grouping parameters and sorting conditions in reports according with his tasks. Such individual settings (in fact – special reports the user created) can be saved for further using.

For **visual data representation** it provides graphical views (charts and diagrams) and drill-down functionality for getting more details on a particular item.

The reporting module includes many reports, such as:

- Warehouses assessment.
- ABC-analysis of goods.
- XYZ-analysis of goods.
- Comparative analysis of prices.
- Orders analysis
- Goods turnover analysis
- Turnover means structure report

Personnel monitoring and job rating functionality provides estimation of managers' work by a set of various parameters:

- Quality and completeness of contact information in the database.
- Number of contacts with customers.
- Analysis of changes of relationships stages.
- Number of lost customers vs. total number of customers.
- Number of completed customers' orders.
- Totals of sales, profit, paid sum.

The list of parameters can be adjusted by a user. Estimation can be performed in absolute figures, as well as in relative values.

The capability for comparative estimation of managers is also provided, as a rated list of the best managers.

The Manager's Report is a report of a special kind allowing regular delivery of crucial information to the company's top management. This represents information on current state of business in the company in a convenient and concentrated form.

The important thing is that the report should not be composed every time it's needed, nor even 1C:Enterprise application should be started. Once set up, **The Manager's Report** engine automatically makes up and send out the report according with the schedule and to the e-mail addresses specified.

The report contains records analysis for various parameters, such as sales volumes, receivable and payable accounts, flows of funds from point of view of items, etc. The list of parameters can be adjusted individually for each manager of the company's top management.

For better presentation data are provided also in graphical form: comparison diagrams, charts, etc.

The report is sent out by e-mail according with a mailing list specified.

Trade equipment attachment

The capability is implemented to attach trade equipment, such as bar code scanners, data accumulation terminals, customer displays, scales, cash registers.

The list of equipment attached to a user's PC is stored in 'Trade equipment' catalog. An easy and convenient way to adjust connection of the equipment is provided, it's also possible to attach several devices of each type.

And much more…

There are more useful features implemented in the business application:

- Storing additional information. The catalogs in the application have the capability of containing additional information as files, such as object pictures or text information.
- Specifying additional users permissions, such as: to read and edit documents for a particular company, for a particular department by its manager, responsible for the commercial transactions; set the denial of posting the documents that have good remainders exceeding the remainders for the company as a whole; set the denial of editing prices and discounts in a document; set the denial of issue goods with price exceeding a specific price; to print out non-posted documents; to edit documents and reports before printing.
- Reassessment of currency funds.
- Distribution of funds across revenue and expense items.
- Monitoring for remainders from point of view of companies. All reports analyzing mutual settlements with partners have the capability of filtering and grouping the information by the companies.
- Data export into other 1C:Enterprise Trade Management application in XML format. At that, one can export only data for a particular department, warehouse, company, or by type of documents.
- Checking for updates. The wizard providing this functionality checks for updates, downloads from a 1C Company's Web0server and installs them.
- Additional expenses accounting.
- Internal goods and funds transfer

Data exchange with other software.