

# Web Track (Daily Activity Tracking System)

## CASE STUDY:

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### TASK:

One Indian manufacturing and trading company who deals in fast moving consumer goods like Tea , Spices , Pickle and other packed food products and cosmetic products in Indian market and having 257 variety products range in different packing size.

Company has their network of Sales in more than 900 cities and towns and having a sales staff of more than 250 persons to track and fulfill the need of this network. Company Require a web application which can track the activity of their sales person on market like Sales liquidation planning, sales promotion planning, increase distribution channel network and keep tracking for sales order and delivery to various distributors and liquidation of stocks from distributors to retail outlet. Web site should also be capable to hold the information the overdue, credit notes, debit notes, payments from the distributor network

### CHALLENGES:

1. Need to develop a web application which controls the marketing activity as well as sales inventory control and order management in a application, so huge amount of data has to be uploaded and downloaded.
2. Distributor channel was situated on remote areas where sales staff has to work on dialup connections with a slow data transfer rate i.e. 5-6 kbps so application needs to be faster and less data has to download from server while working on it.
3. Most of the Users for this application are marketing persons not with good technical background therefore application need to be as simplest as it can be.

### PROCESS:

Task was defined in these segment i.e. Analysis , Planning , Component Design ,Database Design ,UI design , coding ,testing ,user acceptance test.Project was executed according to plan.

### METHODOLOGY:

The Development and delivery process was done in two phases:

Phase I : Database & UI Layout acceptance by user.

Phase II: User acceptance test after complete delivered application.

**TIME-TAKEN AND RESOURCE USED:**

10 months in real time  
5 man years

**RESULT:**

Project completed to the complete satisfaction of the customer on the day planned and running live since dec 2005.

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