Kerala Co-operative Milk Marketing Federation Ltd.
Milma Bhavan, Pattom P.O, Trivandrum-695004
Ph:0471 2786436 & 424, E-mail:marketing@milma.com

milma

Tender for SFA Module implementation

Name of work : **Sealed Tender is invited for Sales Force Automation Software Module Implementation from reputed software companies.**

Last Date for Receiving Tenders: 06.05.2024, 2.00 PM
Detailed tender notice available in our website www.milma.com

Contact - 9048506744

Sd/-

24.04.2024   MANAGING DIRECTOR

Kerala Co-operative Milk Marketing Federation Limited
Milma Bhavan, Pattom Palace.P.0. Trivandrum 695004
Phone: 0471-2786436, 2786427, 2786424
Email: marketing@milma.com Website: www.milma.com

KCMMF:HO:MMG:72:2023   **24.04.2024**

NOTICE INVITING TENDER FOR SFA MODULE
IMPLEMENTATION (SALES FORCE AUTOMATION SOFTWARE)

DUE ON 06.05.2024 2 PM

Sealed tenders are invited from reputed Software companies for Implementation of Sales force Automation software module for KCMMF Ltd.

Name of Job:

Milma is selecting software companies for Sales Force Automation Software Module Implementation for KCMMF. Software details for selection is listed below;

SALES FORCE AUTOMATION SOFTWARE

Attendance Management:

Specific Functionality: The software should provide tools to track and manage field sales team attendance efficiently.

Features:

- Attendance Recording
- Geo location Tracking
- Absence Reporting

Order Management:

Specific Functionality: Order management capabilities streamline the process of capturing, processing, and fulfilling customer orders.

Features:

- Order Taking: Sales reps should use the mobile app to take orders from customers directly in the field, eliminating the need for manual paperwork.
- Order Tracking: The software should allow tracking of order status, from creation to delivery, providing visibility into order fulfillment timelines.
- Inventory Management: To integrate with inventory systems to ensure accurate stock availability and prevent over-selling or stock outs.
- Order Routing: The system should route orders to the appropriate warehouses or fulfillment centers based on predefined rules and priorities.

Activity Management:

Specific Functionality: Activity management tool shall help sales teams plan, track, and analyze their sales activities for improved productivity.

Features:

- Task Management: - Sales reps can create and manage tasks such as customer visits, follow-ups, and meetings directly within the app.

- Activity Tracking:- The software captures data on sales activities, including the number of customer visits, calls made, and demos conducted.
- Performance Analytics: Managers can analyze activity data to measure sales team performance, identify top-performing reps, and track progress towards targets.

Reporting and Insights: Has to generate reports and dashboards that provide insights into sales activities, trends, and opportunities, facilitating data-driven decision-making.

Overall, Sales Force Automation software should combines attendance management, order management, and activity management functionalities to streamline sales operations, improve sales team efficiency, and enhance customer engagement. It leverages mobile technology, data analytics, and automation to empower field sales teams and sales managers with real-time visibility, actionable insights, and streamlined processes.

- **Improved Field Sales Efficiency:**

SFA tools should be streamlining the process of capturing orders, managing customer data, and generating invoices for Milma's field sales representatives.

Mobile apps integrated with SFA should enable sales reps to access customer information, product catalogs, pricing details, and promotions on-the-go, enhancing their productivity and
responsiveness.

- **Enhanced Customer Relationship Management (CRM):**

SFA solutions should centralize customer data, including purchase history, preferences, feedback and interactions, allowing Milma to create personalized experiences and targeted marketing campaigns.

SFA should help sales reps stay on top of customer interactions, ensuring timely responses and proactive engagement.

- **Optimized Route Planning and Tracking:**

SFA software should provide route optimization features, helping sales reps plan efficient visit schedules based on customer locations, order volumes, and delivery priorities.

GPS tracking capabilities in SFA apps should monitor sales reps' movements in real-time, allowing managers to track field activities, ensure route compliance, and optimize resource allocation.

- **Inventory Management and Demand Forecasting:**

SFA systems integrated with inventory management modules should provide real-time visibility into stock levels, product availability, and replenishment needs for Milma's dairy products.

Advanced analytics in SFA has to analyze sales data, consumption patterns, and market trends to forecast demand accurately, optimize inventory levels, and prevent stock outs or overstocking.

- **Efficient Sales Reporting and Analytics:**

SFA platforms should automate sales reporting processes, generate customized reports, and provide actionable insights into sales performance, product performance, market share, and competitor analysis.

Dashboards and analytics tools in SFA should visualize key metrics, KPIs, and trends, empowering sales managers to make data-driven decisions, identify growth opportunities, and address performance gaps. The software shall have all the above features for the effective use of Sales Force Automation. Software company shall give a demonstration for the same.

General Terms and Conditions.

1 Bidders shall provide satisfactory evidence to Kerala Co-operative Milk Marketing Federation Limited regarding their eligibility, capacity, quality and adequacy of resources to carry out the contract effectively. To this end, all bids submitted shall include the following information.

2 Tenders filled in the prescribed form super scribed " Tender for SFA module implementation under KCMMF, Head office" should be submitted at the above office on or before 14.00 hrs on 06.05.2024 in sealed envelope either in person/ Speed Post/ Registered post.

3 Copies of original document defining the constitution or legal status, place of registration and principal place of business of the company or firm or partnership or if a joint venture, of each party there to constituting the bidder.

4   Quote shall be given in the prescribed format for Implementation of the software and per user per month charges for SFA Module(Attendance, Activity Tracking, Order Management) and other charges if any.

5   The firm shall have implemented and satisfactory running SFA module in minimum 2 Reputed FMCG/ Similar Firms having strong distribution network atleast in 3 states for last 2 years. Evidence shall be provided for the same.

6   The rate quote shall be inclusive of all taxes and statutory expenses including licence fees, if any.

7   All disputes arising out of this contract shall be subject to Thiruvananthapuram Jurisdiction.

8   GST invoices shall be raised and shall be submitted to the Managing Director KCMMF Ltd, Pattom.PO, Trivandrum. Payment will be released within 30 days from the satisfactory completion of the project.

9   The Service Provider/Agency shall comply with the provisions of relevant/ applicable all labour legislations' including the requirements of:

   i.   Payment of Wages Act
   ii.   Employee's Compensation Act
   iii. Shops and Establishment Act
   iv.   PF & ESI Acts
   v.   Child Labour (Prohibition and Regulation) Act, 1986.
   vi.   Contract Labour (R&A) Act, 1971
   vii. Minimum Wages Act, 1948
   viii. Goods and Services Tax Act, 2017.

10   The firm should have a minimum 50 lakhs Rupees Turn over in the last three financial years. The tenderer shall submit copies of Audited Balance Sheets and Profit & loss account of the last three Financial year.

11   Final selection will be only after a brief presentation of the firms capability of implementing the project including the software requirements.

Documents to be attached with the tender:

1. Company Registration Details
2. Photocopy of the company PAN CARD.
3. GST Registration Details
4. Details regarding Turn Over
5. Details regarding Experience

Form for quoting rates for SFA Implementation

(to be submitted in Letter Head of the Company)

Particular	Remarks		
Name of the Firm			
Office Address with PIN Code			
Form of Organization			
Firm Registration No			
PAN of the firm			
GST No. if any			
Details of Experience:			
Name Address of the Firm	**No of Years**		
1.			
2.			
3.			
Rates for SFA Implementation	**Amount in INR**	**TAX**	**Total Amount**
One time Configuration and implementation charges for SFA module (Order Management, Attendance Management, Activities Management)			
Per user per month charges for SFA module (Attendance, Activity Tracking, Order Management) payable yearly in advance.			
Annual Maintenance Charge/ Any other expense, if any.			

Signature of the Supplier with seal