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GoFrugal rolls out new set of digital adoption solutions for MSMEs



Photo Credit: 123RF.com

Tanmay Tiwary | 11 Dec, 2019

Chennai-based cloud ERP company GoFrugal Software Technologies has launched a slew of new products to help micro, small and medium enterprises (MSMEs) transform and modernise their businesses.

The company's new easy suite of products include RetailEasy, ServeEasy and ManageEasy for retail, restaurant and distribution businesses respectively, it said in a statement.

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RetailEasy is a complete billing to balance sheet enterprise resource planning (ERP) solution for retail stores. It enables omnichannel commerce functions from order until payment. ServeEasy helps restaurants simplify kitchen operations with kitchen display systems and customer display systems. It also helps restaurants integrate food ordering with delivery platforms such as Swiggy, Zomato, and UberEats in addition to offering apps for order, billing, customer ordering, and delivery.

ManageEasy is a distribution management system (DMS) designed for stockists, wholesalers, dealers and distributors. It offers a complete distribution management system with apps for sales force automation (SFA), ordering portal and reports.

“To win in the highly competitive market, MSMEs need a solution that will help them run their business with the least skills, minimum staff, 100% accuracy and reliability. With the online-to-offline (O2O) collaborative business model retail.

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