



" Excellence Delivered Through
iDiaSoft Web Sales Solution "

"iDiaSoft Web Sales Solution Implementation at Bhavani Gems"

Bhavani Gems (BG) is a Diamond Trading Company Sight Holder which was set up in the year 1988 by Mr. Manjibhai Dholakia at Bhavnagar with a firm conviction and ability to deliver the best value. BG has its manufacturing units spread across 12 locations which employ a work force of over 7000 skilled people.

Business Challenge

In all these years, BG has grown by leaps and bounds and has marked the initiation of revolution in the world of diamond industry. The use of new technology has enabled BG to achieve perfection in its manufacturing capabilities and old methods have been replaced with newer and better ones. Innovation has come in terms of both equipments and human resources. Having a work force of over 7000 skilled artisans, BG has massive production volumes. With this kind of growth and the potential to grow more, the senior management at BG realized the need to go a step further in order to have an edge over its competitors in the market.

BG wanted to change the conventional way of doing business. It wished to showcase all its work to the whole world by means of Internet and the World Wide Web. Today one cannot only buy products and services on the web, but virtually shift all business processes to online solutions. BG anticipated creating its place in the online marketplace where buyers form communities, exchange views and conduct business transactions.

Journey of Success

With its immense expertise in the gem and jewelry industry and with a team of highly skilled consultants, designers and developers for providing online solutions, Lemon Technologies Pvt. Ltd. (LTPL), developed B2B Solution for Web Sales comprising of the following unique features, to address the business challenges of BG.

- **B2B Web Sales Solution** – iDiaSoft is a B2B web sales portal where online purchasing of diamonds is done. With this online sales application, BG has the facility to showcase all its polished diamonds in the global space. Here, business customers can view all the uploaded stock with all its details, can form discussion boards and offer their prices to BG for the stones which they intend to purchase.
- **Deal Management** – Whenever a business customer places a bid, it is called a deal. The deal may include one or more stones depending on the needs of the customer. The customer can hold, buy or add the stones to cart. The customer also has the facility to negotiate with BG by placing an offer price. This price is then internally worked upon by BG before replying back to the customer. There is a discussion board wherein all the negotiations happen. Also, any other query by the customer can be discussed by him on the discussion board.
- **Offer Management** – All the offers made by the customers and the team at BG, for all the stones are managed through this module. Any offers that the admin wants to make against the offers made by the customers are possible here. All the negotiations on offers and finalizing the offer form a part of this module. It also tracks all the offers made by both the administrator (BG) and the business customer.

- **Auto Mail Services** – While registering themselves on this online sales platform, each customer enters his communication details like his e-mail address and his contact number. As and when, a deal is booked by the customer, an auto e-mail is sent on his registered e-mail address to notify him the details of the deal booked by him. Also, from time to time details like deal status, deal offer price, deal details etc. are automatically mailed to the customer to keep him informed about his deals.
- **Dashboards** – The administrator (BG) has access to analytical reports in the form of graphical dashboards. These dashboards provide the administrator with a lot of meaningful information like current details of each stone, notifications of new deals, notification of offer given by customers etc. This information aids the administrator in his decision making activities.

Success Value Delivered

- Increased company's brand presence reaching out to new potential customers.
- Increased revenues via 24/7 online ordering and significantly lower operational costs associated with those orders.
- Provided the opportunity to revive relationships with inactive customers.
- Advanced stone tracking mechanism giving all the current and previous status of the stone.
- Attractive and informative stone search facility
- Strong DSS helping to know the total sales based on the price of the stones.

About Lemon Technologies

Lemon Technologies is an ISO 9001:2008 certified software development company pioneering in database applications, especially, cutting edge technology solutions for the Gem & Jewelry industry.

Lemon has been formed with the vision to offer innovative and creative software solutions for the beneficitation of our customers worldwide such that our solutions enable them to transform the way in which they do business.