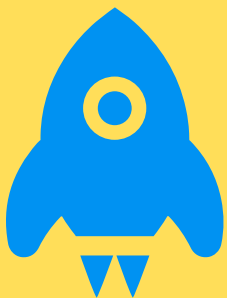


LAUNCHING A
BRAND

CASE STUDY



STREAMLINERS



ans van Heerden

BRAND BUILDING
AND
STRATEGY

THE PROBLEM

FACING COMPETITION

Launching a new brand of home appliances in a competitive segment is a massive task - from logo and website designs, trademark registrations, packaging design to marketing, quality control and developing distribution channels.

The humongous number of tasks was taking away the primary focus of company management from building and delivering the right product and lose sight of their vision.



Streamliners took the burden off their shoulders and helped the company through the entire process of unlimited administrative and marketing tasks, leaving the visionaries to give their priced product a 100%.

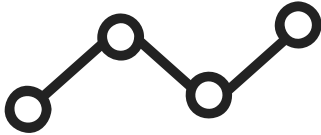
Over a span of 10 months, **Streamliners** helped launch and establish the brand in several rural areas of Andhra Pradesh, Uttar Pradesh, Karnataka and Gujarat with the following services:

- Designing Services for brand logo, packaging and website
- Brand Promotion through TV and Newspaper ads
- Content distribution through blogs, Whatsapp, LinkedIn, Facebook
- Building a Loyal Distribution Network

UNLOAD YOUR BURDEN TO FOCUS ON THE LONG- TERM VISION

RECYCLING PLANT

CASE STUDY



STREAMLINERS

MAKING BETTER
DECISIONS
WITH DATA
ANALYTICS

THE PROBLEM

LACK OF DATA

A metals recycling plant in Hyderabad, Telangana, was facing issues with everyday operations along with estimating recovery yields from waste material. The lack of organised data coupled with adherence to an age-old approach was preventing the company from scaling to its highest potential.

While the company invested heavily in sophisticated tools, it lacked the ability to transform data into usable information.

GATHER, ORGANIZE, TRANSFORM

After spending a week with the company executives and identifying the key problem areas, **Streamliners** had a customized solution to make recycling a cake walk.



After implementing a simple yet effective ERP solution followed by a month long personnel training program, Streamliners helped the company resolve several problems using their expertise in data analytics.

Over a period of 6 months, with the help from **Streamliners** the recycling plant was able to:

- REDUCE EXPENSES
- INCREASE SALES
- ESTIMATE RECOVERY YIELDS FROM WASTE MATERIALS
- DEVELOP A COST EFFECTIVE PURCHASE MANAGEMENT SYSTEM
- INCREASE TRANSPARENCY AND REDUCE FRAUD
- INCREASE PROFITS

FRAUD DETECTION
**CASE
STUDY**



STREAMLINERS

FRAUD



THE PROBLEM

TRACKING FINANCES

A trading firm in Hyderabad, Telangana, with monthly sales over Rs. 2 crore, required a secure financial system that would allow the owners to monitor every aspect of the business, and determine their key performance metrics

A strong financial monitoring system was the need of the hour to prevent unwanted losses and any fraudulent activity

THE ABILITY TO MANUFACTURE FRAUD IS AT ITS PEAK

Streamliners deployed their ERP solution, allowing the owners to track every rupee spent, from anywhere in the world. With a completely secure monitoring solution coupled with trained personnel, the room for fraud had been reduced to negligible.



Over a short span of 4 months, **Streamliners** had transformed the internal finances into a single point data system

- Deployed ERP solution for single point access and financial monitoring
- Trained staff personnel to report data regularly
- Daily follow ups to ensure the smallest penny was being accounted
- Data analytics to help build monthly financial reports to keep a watch on overall finance
- Implementing strict sales and marketing expense policies to avoid overspending
- Planned budgeting for purchases, combined with single point purchase management to prevent unwarranted kickbacks.