



Case Study



Shree Balaji Polymers

Brand: **Hitway**

Location: **Bahadurgarh, Footwear Park, Haryana**

Warehouse Space: **5,000 Sq Ft**

Category: **Footwear Manufacturing**

Inventory Holding: 
0 50k 100k 200k

Business Model: **Selling offline to Distributors**

Problem Identified:

- Operational Efficiency - Warehousing
- Product Cataloguing with realtime inventory
- People dependency

Hitway is a traditional manufacturing and retail business based out of coveted, Footwear Park in Bahadurgarh. They have been handling their business mostly using accounting **softwares such as Busywin, and excel sheets**. They were also heavily **dependent upon people** who would manage their warehouse. This generally lead to slow execution and is prone to manual errors.





Solution Provided:

- Moved their warehousing operations from excel sheets to Orbiter9 completely.
- Created automated Product Catalogue with realtime inventory.

We offered Orbiter9 to the management team as a solution to improve their operational efficiency and warehousing. This included but not limited to reporting and order management. They used to create **manual PDFs for the product catalogue**, once inventory was moved to the system, we gave them an option to create **automated catalogues**, which saved a lot of their time and efforts.

Impact Made:

- Order fulfilment cycle improved to 1 day from a 4 days cycle previously.
- 20% increase in warehouse capacity, by improving space utilisation.
- Time and cost to create the product catalogue is reduced to almost zero.

It took us little bit of change management, however, it was worth the efforts. The team quickly moved to the new way of doing operations, using the Orbiter9 system. There were some changes done to the information flow, and post that the team started pushing orders on the system and starting using Orbiter9 to manage their day to day operations.





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Initially, I was looking for a solution to manage my inventory only. However, since we have started using Orbiter9, a lot of things have changed in the way we do business. Cataloguing is the god sent tool, that has saved a lot of time and efforts for us.”

Anoop Kathuria (Owner)