



Rashideen Egypt for Trade Company Leverages Frontline Mobility to Boost Fast-Moving Consumer Goods (FMCG) Sales and Distribution Performance by 21%

SUMMARY



Customer

Rashideen Egypt for Trade

Industry

Warehouse & Distribution

Challenge

Support mobile sales and delivery teams while improving their productivity, cost efficiency and performance

Benefits/Outcomes

- Mobile support for sales and delivery teams
- Optimized route planning improved daily planning and contributes to sustainability goals
- Reliable device able to withstand harsh conditions and tough environments
- Real-time visibility into account profitability and individual sales performance

Solutions

- Zebra TC25 mobile computer
- Zebra TC56 mobile computer
- Zebra ET56 rugged Tablet
- Zebra TC15 mobile computer
- Zebra ZQ510 mobile printer
- Zebra ZQ320 mobile printer

Founded in 2000 and based in Cairo, Rashideen Egypt is one of Egypt's major FMCG distribution companies, supporting many of the world's best-known consumer brands.

Location is Key

Rashideen Egypt sits between FMCG product manufacturers and their retailers, and plays a critical role in the distribution supply chain of its customers. It operates through a range of sales and distribution channels to provide a vital link to consumers. Rashideen Egypt currently supports four major FMCG customers including snack food and beverage leader Mondelez Egypt, cheese manufacturer Bel Egypt, health, hygiene and nutrition leader Reckitt and automotive lubrication leader Shell Egypt. Rashideen Egypt's distribution and wholesale sales operations cover the entire country for its customers, with additional localized distribution for certain brands in specific cities or regions.

Rashideen Egypt's IT department is responsible for the selection and deployment of technology, including company operations for mobile sales and distribution teams. The IT team is also responsible for mobile device selection – from mobile devices to mobile printers, mobile device management (MDM) software solutions and integration with the company's data center.

A Uniquely Challenging Environment

Rashideen Egypt's primary challenges involve supporting its 1,000-person mobile sales and delivery teams and improving their productivity, performance and cost efficiency.

Rashideen Egypt had originally provided consumer mobile devices to its sales teams as early as 2004 but the devices proved unreliable in the field and came with short working lives. The company's mobile devices must endure heavy usage while also functioning in tough environments that include high temperatures, strong light, dusty atmospheres and congested traffic. In these conditions, screen visibility, long-lasting, high performance batteries, reliable connectivity and running multiple applications concurrently are all essential features.

SUCCESS STORY

RASHIDEEN EGYPT FOR TRADE

Zebra Solutions Hit the Mark

In 2013, Rashideen Egypt switched to Zebra enterprise-class mobile devices. Since then, the company has upgraded its entire fleet of Zebra mobile devices to the latest models as they became available. After a decade of experience, Zebra's mobile devices are still valued for their ruggedness, ease of use, competitive total cost of ownership (TCO) and return on investment (ROI). Zebra rugged mobile devices have operated reliably while the performance of Rashideen Egypt's prior consumer mobile devices quickly declined. Zebra's devices also offer additional features and benefits, including enterprise-class Wi-Fi connectivity – essential for supporting mobile teams accessing critical company apps and services. "Zebra rugged mobile devices have made a vital contribution to our business," said Dr. Nehad Elkordy, IT Manager, Rashideen Egypt for Trade. "They are easy to deploy and troubleshoot, easy to upgrade, pair and handle by sales teams in the market."

Today, Rashideen Egypt's mobile sales teams use Zebra TC15 mobile computers to support direct sales and order taking for indirect sales, and by distribution teams for product deliveries. In-store, Zebra handheld devices are used by merchandising teams to access retail planograms supporting on-shelf displays for various FMCG brands.



Supporting Sales with Frontline Intelligence

Each member of the sales team makes dozens of daily customer visits and Zebra mobile devices are an essential tool for planning and reviewing calls and deliveries. They also measure the performance of each team member with sales apps that include personal KPIs, suggested customer order proposals, tax-related apps and branded portfolio content.

The Rashideen Egypt sales team has used data collected by the Zebra mobile devices to review and audit retail customer account profitability and define the most profitable target accounts. This has also generated positive feedback from the frontline sales representatives for the additional focus it has created.

SUCCESS STORY

RASHIDEEN EGYPT FOR TRADE

Critically, for sales teams typically moving through congested traffic, Zebra mobile devices are used to store route planning information to find the quickest route, minimize fuel consumption and enhance user satisfaction. Spending less time in traffic helps ensure more sales visits and increased revenue. Zebra mobile devices can also be linked to customer locations, so visit details can only be opened within a 25-metre range of the customer address helping verify proof of visit.



“Management supported the selection of Zebra’s devices versus consumer devices to maintain the stability of our operations. We have worked with Zebra for more than a decade and it’s a genuine relationship, which means we can collaborate effectively combining our knowledge and expertise to make a real impact on our business.”

Dr. Nehad Elkordy
IT Manager
Rashideen Egypt for Trade

A More Sustainable Future

Rashideen Egypt’s collaboration with Zebra is positively impacting the company’s sustainability goals. The company’s fleet of around 1,000 vehicles, including 200 delivery trucks – some refrigerated for temperature control of cheese and chocolate products, are in operation six days per week. Route planning and optimization help reduce fuel costs, fuel consumption and emissions, alongside paperless transactions, longer-lasting devices and energy-saving batteries. “Zebra is much more than just their devices – they are a trusted advisor, not a vendor,” said Elkordy. “Over the last decade we have built a unique success story in Egypt, with all the strong mutual benefits of shared ROI.”

To learn more visit zebra.com



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