



(Steel Products Co – Wholesale / Retail)

Steel Products Co is a leading provider of rust-proof stainless steel products for the construction and industrial sectors. Renowned for its corrosion-resistant materials and fast global shipping, the company serves both domestic and international clients with a focus on durability, quality, and efficiency. Their offerings cater to construction retailers, infrastructure projects, and industrial applications requiring reliable, long-lasting metal solutions.

We implemented a customized Odoo ERP solution to align with Steel Products Co's operational needs.

Steel Products Co now operates with a fully integrated ERP system, giving the business better control, clearer insights, and the ability to grow confidently in both local and global markets.

Project Overview:

Steel Products Co is a leading supplier of rust-proof stainless steel products serving the construction and industrial sectors. As the business expanded internationally, the company needed a reliable and centralized system to manage inventory, streamline operations, and ensure smooth coordination between sales, logistics, and finance.

Business Requirements:

Unified system for managing wholesale and retail operations

Real-time visibility of inventory across multiple warehouses

Efficient procurement and supplier management

Structured sales process for local and international clients

Customer relationship management (CRM)

Automated invoicing and financial tracking

Organized product catalog with detailed specifications and pricing

Logistics and shipment tracking

Performance reporting for better decision-making

Challenges:

Handling large volumes of inventory with accuracy

Lack of real-time tracking for stock and order status

Disconnected workflows between departments

Complexities in managing international orders and deliveries

Odoo ERP Solution Provided:

We implemented a customized Odoo ERP solution to align with Steel Products Co's operational needs:

Inventory Management: Accurate, real-time stock tracking with multi-warehouse support

Sales Management: Smooth handling of quotations, orders, and customer transactions

Procurement: Streamlined purchasing and vendor coordination

Accounting: Automated invoicing, payments, and financial reporting

CRM: Centralized customer records and sales tracking

Logistics: Better control over shipping and delivery processes

Reporting: Clear dashboards for monitoring sales, inventory, and overall performance

Outcome:

Greater accuracy in inventory management

Faster order processing and improved delivery timelines

Better visibility across all business operations

More organized and efficient workflows

A scalable system that supports continued business growth

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