

Graduation project presentation

Presented by:

1- Mai Emad Hamdy

2-Momen Abdul Hay Mustafa

3-Mohamed Ahmed Abdelsatar

4-Mohamed Gamal

5-Khaled Mohamed

6-Abdelrahman Sameh Mohamed

Cars showroom

Here is where your presentation begins



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streamlining sales, improving customer
relationship management, enhancing
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Needs assessment
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Implementing changes

We will customize the Odoo CRM to enhance user experience, streamline sales workflows, and integrate automated reporting, along with training for effective adoption.

01

Project & strategy



Strategic planning project plan



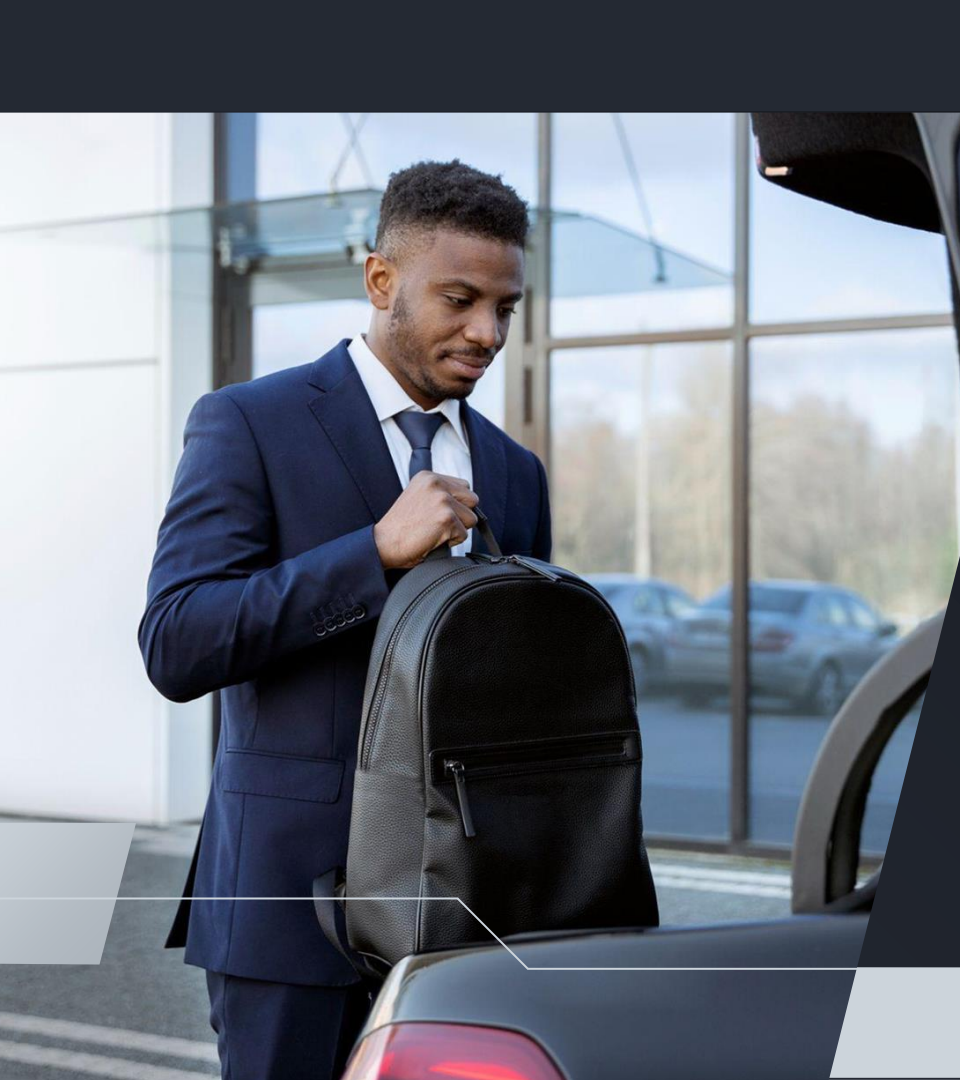
Mission

Our mission is to implement a comprehensive CRM system in Odoo for the automotive sector enhancing customer relationships and streamlining sales processes to drive operational efficiency.



Vision

Our vision is to lead the automotive sector by utilizing advanced CRM solutions in Odoo to deliver exceptional customer experiences, strengthen relationships, and drive sustainable growth through enhanced operational efficiency.

A man in a dark blue suit and tie stands next to a dark-colored car with its trunk open. He is holding a black leather backpack. The background shows a modern building with large glass windows and a parking lot with other cars. The image is part of a presentation slide with a dark blue background and white text.

Project & strategy definition

Our strategy for implementing the CRM system in Odoo for the automotive sector focuses on analyzing customer needs, customizing the system for automotive businesses, automating sales and after-sales processes, and providing training to ensure optimal usage, aiming to enhance customer satisfaction and improve operational efficiency.

Problem Statement

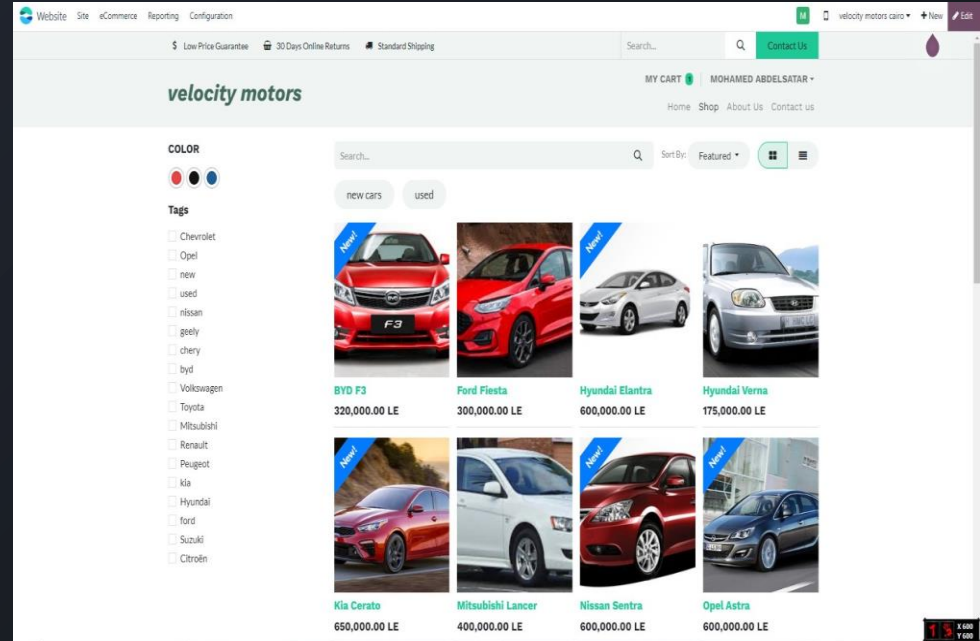
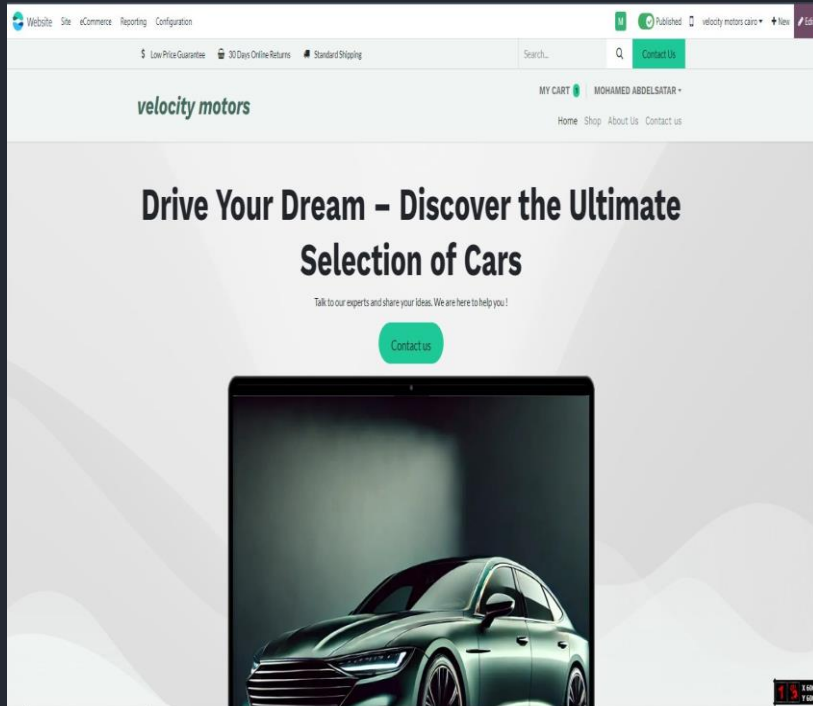
The car showroom is currently facing multiple operational challenges that hinder its ability to efficiently manage sales, customer relationships, and inventory. These challenges have resulted in decreased sales performance, poor customer engagement, and operational inefficiencies. The existing processes are mostly manual or supported by outdated systems, leading to several key problems

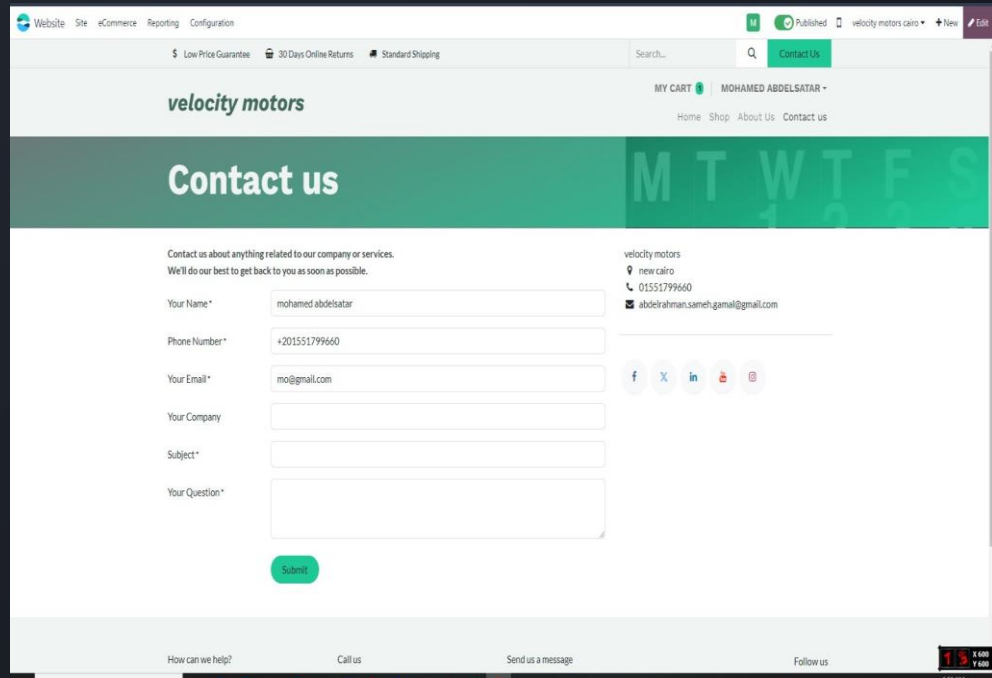
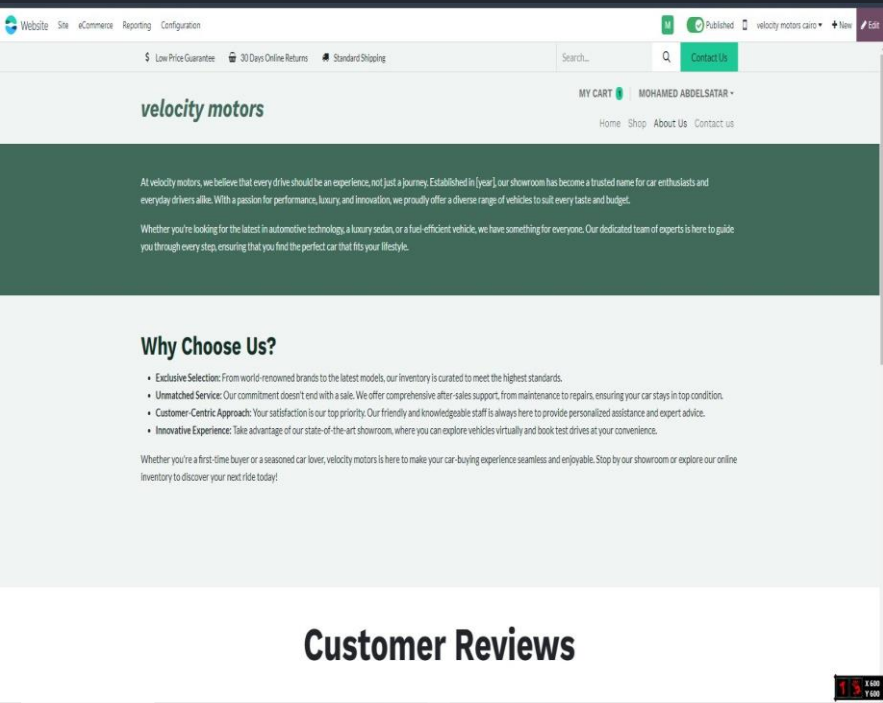
Proposed Solution

Technologies Used:

involve a combination of Odoo's platform capabilities and various tools to ensure seamless integration Odoo Sales Module, Odoo CRM Module.

To improve the quality of customer management work, we created a customer website for Odoo.





survey

Take Again

How would you rate your overall experience with our service?

Excellent ☐

Good ☐

Average ☐

Poor ☐

How satisfied are you with the quality of our service?

Very satisfied ☐

Satisfied ☒

Neutral ☐

Dissatisfied ☐

Was the service provided to you completed within the expected time frame?

Yes, earlier than expected ☐

Yes, right on time ☒

No, it was delayed ☐

Powered by  1.5.0

This is a Test Survey Entry. →Edit Survey

How would you rate your overall experience with our service?

A Excellent ☐

B Good ☐

C Average ☐

D Poor ☐

Continue or press Enter

0 % completed Powered by  1.5.0

This is a Test Survey Entry. →Edit Survey

How satisfied are you with the quality of our service?

A Very satisfied ☐

B Satisfied ☒

C Neutral ☐

D Dissatisfied ☐

Continue or press Enter

22 % completed Powered by  1.5.0

This is a Test Survey Entry. →Edit Survey

Was the service provided to you completed within the expected time frame?

A Yes, earlier than expected ☐

B Yes, right on time ☐

C No, it was delayed ☐

Submit or press Enter

67 % completed Powered by  1.5.0



02

Consulting proposal

You can enter a subtitle
here if you need it

Consulting proposal

Services

We provide consulting services for Odoo CRM implementation in the automotive sector, including needs assessment, customization, training, and ongoing support.

Expenses

The estimated expenses for the Odoo CRM implementation project include software licensing fees, customization costs, training sessions, and ongoing support services, ensuring a comprehensive and effective deployment.

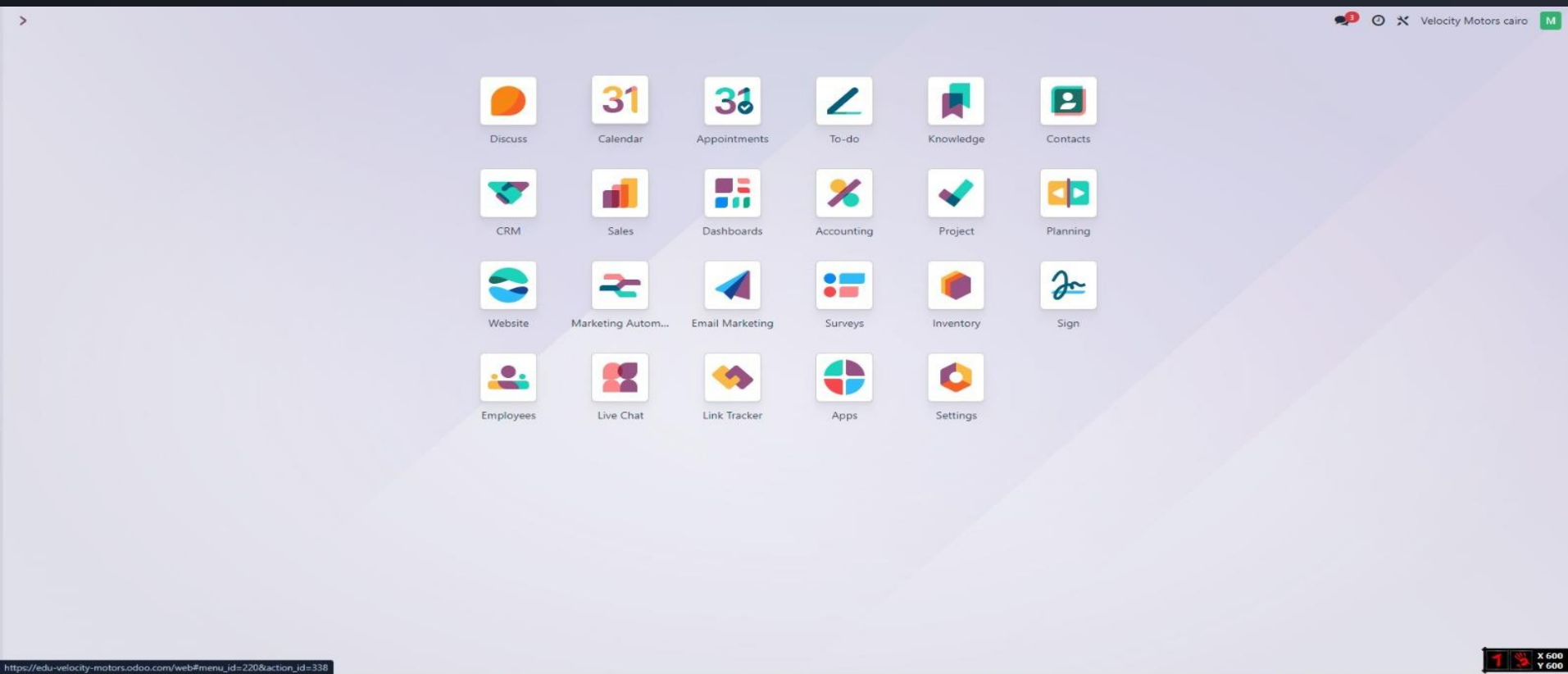
Training

We will provide comprehensive training sessions for staff to ensure effective use of the Odoo CRM system, covering system navigation, feature utilization, and best practices for managing customer relationships.

03 Implementing changes



Models logged into the project



The stages of the sales process for all customers until the sale process is completed

CRM Sales Leads Reporting Configuration

Velocity Motors cairo

New Generate Leads Opportunities

Search Sales Team team cairo 2 Search...

Qualifying (CALL) + Discovery (EMAIL) + MEET AT SHOWROOM + QUTATION + Closing(so) + follow-up

0 +0 0 +0 0 -0 0 -0 0 -0 0

4tger
abdelrahmn sameh
☆☆☆ ⌚ A

rtry
abdelrahmn sameh
☆☆☆ ⌚ A

nadim
☆☆☆ ⌚ A

IMAGE Home Department Store
☆☆☆ ⌚ A

RadioShack Egypt
☆☆☆ ⌚ A

Eva Cosmetics
☆☆☆ ⌚ A

X 600
Y 600

Here we create 2 teams every one of them as a team leader in the Cairo and Giza governorate

The screenshot displays a CRM interface with a top navigation bar containing 'CRM', 'Sales', 'Leads', 'Reporting', and 'Configuration'. On the right, there are icons for notifications, a clock, a search icon, and a user profile labeled 'Velocity Motors giza' with a green 'M' status indicator. Below the navigation bar, a 'New Team Members' button is on the left, and a search bar with the placeholder 'Search...' is in the center. The main content area shows five team cards arranged horizontally:

- team cairo 2**: Contains one member card for 'ali team member cairo', team cairo 2, with email 'ali@gmail.com'. The card has a green square icon with a white 'A'.
- team cairo 1**: Contains one member card for 'osama team member cairo', team cairo 1, with email 'osama@gmail.com'. The card has a green square icon with a white 'A'.
- leads team cairo**: Contains one member card for 'lead user cairo', leads team cairo, with email 'l@gmail.com'. The card has a green square icon with a white 'L'.
- leads team giza**: Contains one member card for 'lead user giza', leads team giza, with email 'aeadgiza@g.com'. The card has a blue square icon with a white 'L'.
- team giza 2**: Contains one member card for 'amira team member giza', team giza 2, with email 'amira@gmail.com'. The card has a green square icon with a white 'A'.

At the bottom right of the screen, there is a small system tray area showing a red '1' icon, a red 'S' icon, and system status indicators 'X 600' and 'Y 600'.




















These are the products that are available on the website and customers can appreciate and order them from the website, as we saw at first.

Sales Orders To Invoice Products Reporting Configuration

New Products

Q Can be Sold X Search...

1-19 / 19

 Ford Fiesta [1MZF12345] Price: 300,000.00 LE On hand: 5.00 Units	 Hyundai Elantra [1M451541123] 3 Variants Price: 600,000.00 LE On hand: 17.00 Units	 Hyundai Verna [1M451541154] Price: 175,000.00 LE On hand: 5.00 Units	 Kia Cerato [1G151529075] Price: 550,000.00 LE On hand: 5.00 Units	 Mitsubishi Lancer [1C0LE778910] 2 Variants Price: 400,000.00 LE On hand: 5.00 Units
 Nissan Sentra [1M134123456] 3 Variants Price: 600,000.00 LE On hand: 0.00 Units	 Opel Astra [1101789012] 3 Variants Price: 600,000.00 LE On hand: 15.00 Units	 Peugeot 301 [1B320215432] 3 Variants Price: 500,000.00 LE On hand: 15.00 Units	 Renault Megane [1B3550454321] Price: 700,000.00 LE On hand: 8.00 Units	 Toyota Corolla [1B162123456] Price: 800,000.00 LE On hand: 7.00 Units
 Volkswagen Polo [1M15487654] 2 Variants Price: 450,000.00 LE On hand: 7.00 Units	 BYD F3 [1G558301123] 3 Variants Price: 320,000.00 LE On hand: 14.00 Units	 Chery Arrizo 5 [1G65770876] 2 Variants Price: 380,000.00 LE On hand: 7.00 Units	 Chevrolet Lanos [1B162123456] 3 Variants Price: 180,000.00 LE On hand: 7.00 Units	 Citroën C-Elysée [1B162123456] 3 Variants Price: 400,000.00 LE On hand: 13.00 Units
 Geely Emgrand 7 [1Z16154321] 3 Variants Price: 350,000.00 LE On hand: 5.00 Units	 Nissan Sunny 2020 [1A72154567] Price: 500,000.00 LE On hand: 15.00 Units	 Renault Logan [1A72154567] Price: 320,000.00 LE On hand: 6.00 Units	 Suzuki Alto 2020 [1C01412345] 3 Variants Price: 240,000.00 LE On hand: 6.00 Units	

Sales Orders To Invoice Products Reporting Configuration

New Products [1MZF12345] Ford Fiesta

Extra Prices Documents Go to Website On Hand Forecasted Reordering Rules Sold

Update Quantity Refresh Print Labels

Product Name **Ford Fiesta** EN

☒ Can be Sold ☒ Can be Purchased

General Information Attributes & Variants Sales Purchase Inventory Accounting

Product Type [?] Storable Product Sales Price [?] LE300,000.00 (+ 342,000.00 LE Incl. Taxes)

Invoicing Policy [?] Ordered quantities Customer Taxes [?] 14% X

Storable products are physical items for which you manage the inventory level. You can invoice them before they are delivered.

Cost [?] LE0.00

Product Category Economy cars "Less than 400000"

Engine no 1MZF12345

VIN [?] KMHC14A850U123456

Product Template Tags used X ford X

condition used

→ Configure tags

Company Velocity Motors cairo

INTERNAL NOTES

This note is only for internal purposes. EN

October 11, 2024

mohamed abdelaziz - 3 days ago
Product created

Also in product classification

The screenshot displays a software interface with a top navigation bar containing links for Sales, Orders, To Invoice, Products, Reporting, and Configuration. The main content area is divided into three sections:

- Left Panel:** Contains a sidebar with 'vip' and 'Currency: EGP'. Below this is a 'Company: Velocity Motors cairo' section. A 'Price Rules' tab is active, showing a table with columns: Products, Variants, Min. Quantity, Price, Start Date, and End Date. The table lists two products: [1N4Z96T54] Hyundai Verna and [1N4S916A123] Hyundai Elantra, both with a price of 0.00 and a start date of 10/14/2024 08:00:00.
- Center Panel:** Features a 'Send message' button and a 'Log note' button. Below these is a date 'October 14, 2024'. A list of activities follows, each starting with a green 'M' icon and the name 'mohamed abdelkader'. The activities include: 'Show public price & discount to the customer' (Discount included in the price), 'Discount included in the price' (Show public price & discount to the customer), and 'Pricelist created'.
- Right Panel:** Titled 'Product Categories', it contains a search bar and a list of categories with checkboxes: Product Category, All, All / Deliveries, All / Expenses, All / Saleable, All / Saleable / Booking Fees, Economy cars "Less than 400000", Mid-class cars "Greater than 400000", and new cars.

At the bottom of the interface, there are two small red and black icons: a car icon and a person icon.

activity type To facilitate communication with the customer and respond to problems as quickly as possible

CRM Sales Leads Reporting Configuration						Velocity Motors cairo	
New Activity Types		Search...				1-4 / 4	
<input type="checkbox"/>	Name	Default Summary	Planned in	Type	Model	Icon	
<input type="checkbox"/>	Call			1 days after completion date		fa-phone	
<input type="checkbox"/>	Email			2 days after completion date		fa-envelope	
<input type="checkbox"/>	Meeting			2 days after completion date		fa-users	
<input type="checkbox"/>	Grant Approval			0 days after previous activity deadline		fa-check	

Reasons for the final result to improve and manage sales

CRM Sales Leads Reporting Configuration		Velocity Motors cairo	
New	Lost Reasons	Search...	1-5 / 5
<input type="checkbox"/>	Description		
<input type="checkbox"/>	Too expensive		
<input type="checkbox"/>	Poor customer service experience		
<input type="checkbox"/>	Not enough stock		
<input type="checkbox"/>	Customer bought elsewhere		
<input type="checkbox"/>	Vehicle features did not match customer preferences		

In the end, it is about providing the service so that if there is something we can improve it

Surveys

Surveys

Participations

Questions & Answers

New

Surveys survey

Participations 0

Share

Test

Print

Close

Survey

Live session

Assessment

Custom

survey

EN

Responsible

M mohamed abdelatar

Questions

Options

Description

End Message

Title	Question Type	
How would you rate your overall experience with our serv...	Multiple choice: only one answer	
How satisfied are you with the quality of our service?	Multiple choice: only one answer	
Was the service provided to you completed within the ex...	Multiple choice: only one answer	
<div>Add a question Add a section</div>		

Send message

Log note

Activities

Today

M mohamed abdelatar

- 3 minutes ago

Survey created

Following

T

X 600

Y 600

Thanks

