

## **Semillas y Granos del Yaqui**

Semillas y Granos del Yaqui is a company dedicated to the sale of grain seeds, such as: Alfalfa, sorghum, oats, rye, corn and rice. This company has three branches in southern Sonora, the main company is located in Ciudad Obregón, the other branch in Navojoa and the most recent in Huatabampo.

Semillas y Granos del Yaqui, began operations at the service of the agricultural industry in 2007, serving all kinds of companies related to it, such as: industrializing companies (human consumption), self-service stores, poultry, pig farming, forage, cattle fattening and exporters.

The company provides a variety of consulting services, all designed to help companies reach their potential.

The business focus is to offer supply chain, risk management and financial solutions for the different needs of the clients in the industries of human consumption and livestock production (poultry, forage, cattle fattening, pig farming and Balanced Food among the main ones).

The company's vision is to cover its marketing throughout the state, and then provide its service to the rest of the country. Now is the time to define how to do it, and a fundamental part of this is the technology that must be used as infrastructure for growth.

Among the needs that managers have specified are the following:

- Inventory control
- A corporate intranet
- Electronic billing
- The company has an external commercial network, in which the company's clients are managed, although the client can connect directly to the company to make purchases over the phone, it might be the time to start the process for the implementation of e-commerce
- Call center so that clients can be assigned to the closest sales agent to support the client in his management