

Smart Sweet Distribution Platform (SSDP) – Product Requirements Document

Overview

A smart platform designed for Saudi sweet companies to manage enterprise distribution across small supermarkets, hypermarkets, and wholesalers. It integrates AI-powered mapping, distribution, sales, finance, tracking, and staff management.

Objectives

- Increase sales reach across Saudi markets.
- Improve efficiency in logistics, sales, and collections.
- Provide AI-driven decision support and forecasting.
- Strengthen customer relationships.
- Ensure compliance with VAT, ZATCA e-invoicing, and Vision 2030 digitalization.

Core Features

Distribution & Logistics: AI route optimization, vehicle GPS tracking, dynamic territory mapping, and load planning.

Sales & Customer Management: Mobile app for reps, outlet check-ins, product catalog, promotions, and AI-driven forecasting.

Finance & Collections: Cash and digital payment tracking (Mada, STC Pay, Apple Pay), ZATCA-compliant invoicing, credit limits.

Staff & Operations: Attendance tracking, performance dashboards, AI-based productivity insights.

Product Tracking & Seller/Driver Preferences: Track product movement by batch, assign drivers based on route, and optimize seller allocations.

AI & Analytics: Predictive inventory planning, regional sales heatmaps, chatbot assistant for managers, anomaly detection.

Technical Requirements

- Cloud-native deployment (AWS/Azure/KSA-compliant).
- iOS/Android bilingual mobile app.
- Backend with FastAPI/Node.js microservices.
- AI/ML integrations for forecasting and anomaly detection.
- Payment and ERP integrations (SAP, Odoo, Dynamics).

KPIs & Success Metrics

- 20% sales increase in 12 months.
- 15% delivery cost reduction with optimized routes.

- 95%+ forecast accuracy.
- 30% faster collections.
- Customer satisfaction >4.5/5.

Risks & Mitigation

- Resistance to adoption → addressed with training.
- Connectivity issues → offline mode enabled.
- Regulatory changes → regular compliance updates.

Future Enhancements

- AI image recognition for shelf tracking.
- Drone-assisted delivery in remote areas.
- Blockchain-based payments and contracts.