

# Smart Sweet Distribution Platform (SSDP) – PRD



## 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.

The platform provides a comprehensive solution for Saudi sweet companies, enabling them to manage their distribution network efficiently. It includes features for AI-powered mapping, distribution, sales, finance, tracking, and staff management, ensuring optimal performance and profitability.

## Core Features



Distribution & Logistics



Sales & Customer Management



Finance & Collections



Staff & Operations Management



Products Tracking & Seller Preferences



AI & Analytics



## KPIs & Success Metrics



Increase sales reach, reduce fuel costs, optimize inventory, speed up collections, and enhance customer satisfaction.



## Risks & Mitigation



Adoption resistance, connectivity issues, and regulatory compliance. Addressed with training, offline support, and continuous updates.

