



Odoo ERP Implementation in Retail Industry

Case Study of **Raneen** TM رنین Co.

Graduation Project

Prepared by:

1- Alhassan Ali Abdelhamid Agamy
3- Omar Ibrahim Mohammed Qotb
5- Khaled Abdel Aziz Mohammed

2- Youssef Ayman Ahmed Ali
4- Ahmed Mahmoud Mohammed Hidaya
6- Mohammed Al Shafei Youssef

NEXT13_CAI1_ERP4_G1e
Group B

1. Project Overview

We are implementing an Odoo ERP system for **Raneen co**, a leading **retail** company in Egypt, and their digital transformation journey with **Odoo ERP** focusing on the core modules of Sales, Purchases, Inventory, and Accounting.

The **objective** is to streamline their operations and enhance business processes and improve decision-making using Odoo.



2. Business Challenges in Retail Management



- Managing inventory, sales, purchases, and accounting across **multiple locations** (Cairo, Alexandria, Giza) is challenging due to disconnected systems.
- This leads to inefficiencies, inaccurate **inventory management**, and potential overstocking or stockouts.
- Outdated systems limit **scalability**, while manual processes increase error rates.
- As a result, operational costs are rising from a lack of streamlined **integration**.



3. The Solution >> Why chose Odoo ERP?

All-in-One ERP System integrates all business functions Sales, Purchases, Inventory, and Accounting.

Modular Approach offers flexibility with modules to match specific business needs.

Real-Time data provides real-time insights across different departments, improving decision-making.

User-Friendly interface, easy to use, reducing the training and onboarding time for employees.

Cloud-Based and Scalable: Can grow with the business, offering flexibility for future expansion.



What is **Odoo**?

Odoo is an open-source suite for business management across multiple applications.



4. Odoo Implementation for Retail [رنين Co.]

- Tailored Implementation through **custom configurations** specifically designed for Raneen's retail business cycle.
- **Multi-Branch Support** to Manage operations efficiently across multiple locations using Odoo's multi-company feature.
- Accurate **Inventory Valuation** using Anglo-Saxon accounting methods with FIFO and weighted average for inventory tracking.
- Providing full **training** to ensure smooth transition and adoption by Raneen's staff.



odoo

5. Odoo Modules for Retail [رنين Co.™]

- Sales Module
- POS Module
- Purchasing Module
- Inventory Module
- Accounting Module



Odoo ERP System for Retail [Raneen Co.] رنين

<https://edu-raneen-test1.odoo.com/web>



Accounting



Sales



Point of Sale



Purchase



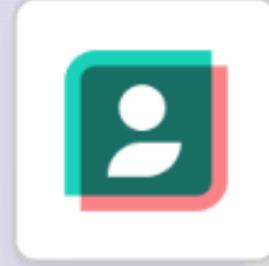
Inventory



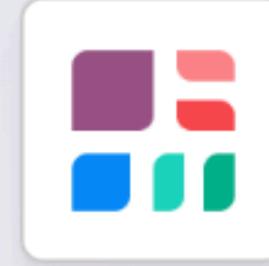
Barcode



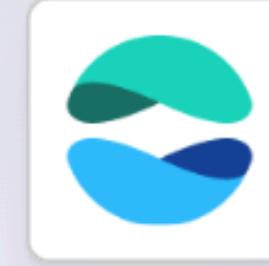
Settings



Contacts



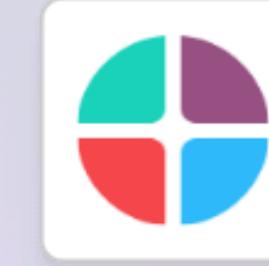
Dashboards



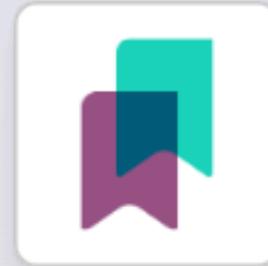
Website



Employees



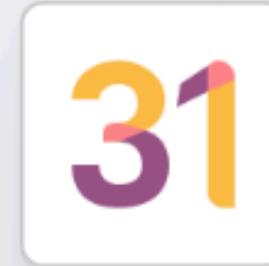
Apps



Knowledge



Discuss



Calendar



Link Tracker

Business Cycles at Retail

Core Modules (Accounting, Sales, Purchases, Inventory)

Order to Cash Cycle:

B2C - Retail

1. Order
2. Delivery
3. Invoicing
4. Payment Collection

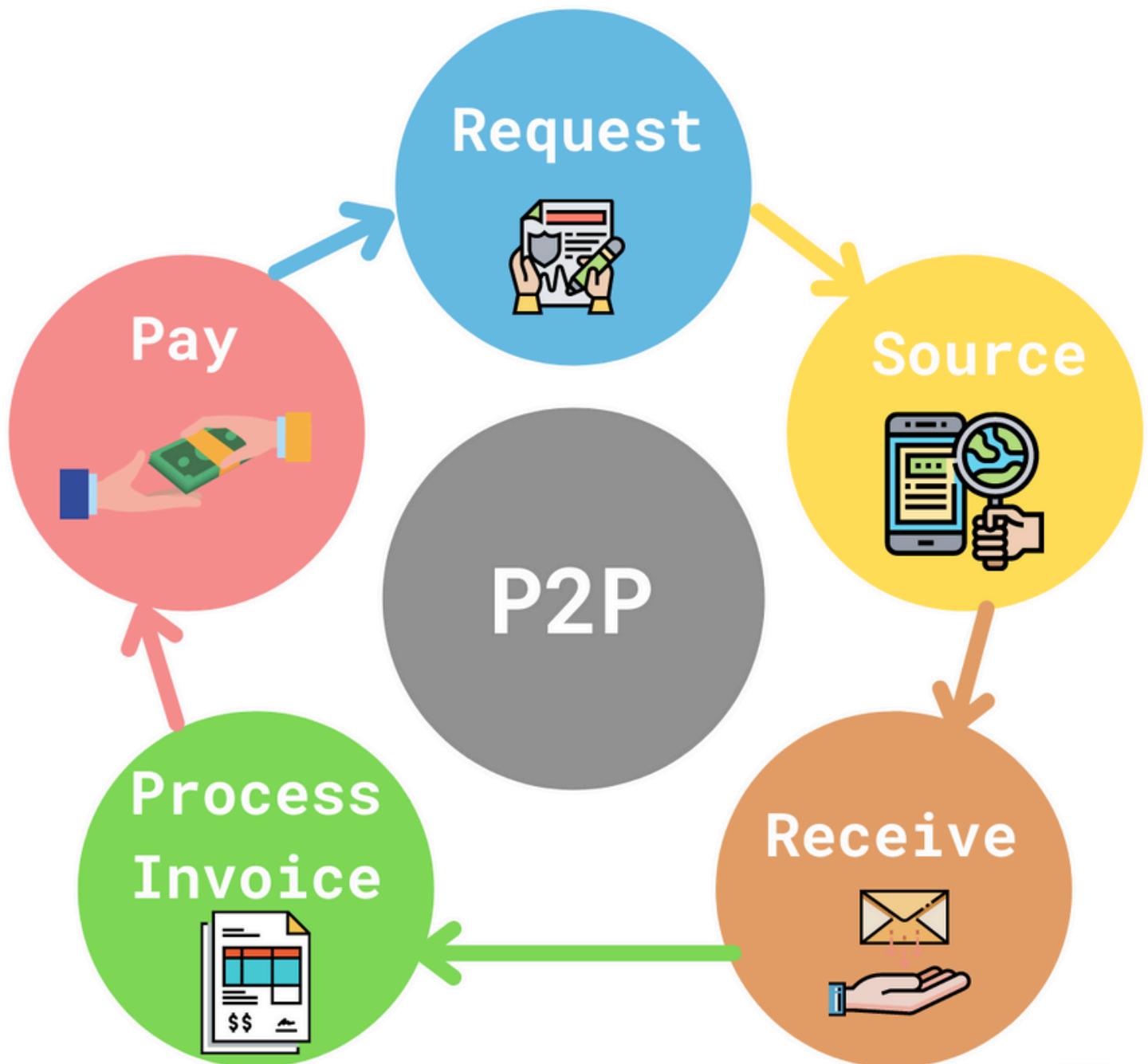
B2B - Wholesale

1. Quotations
2. Sales Order Confirmation
3. Delivery
4. Invoicing
5. Payment Collection



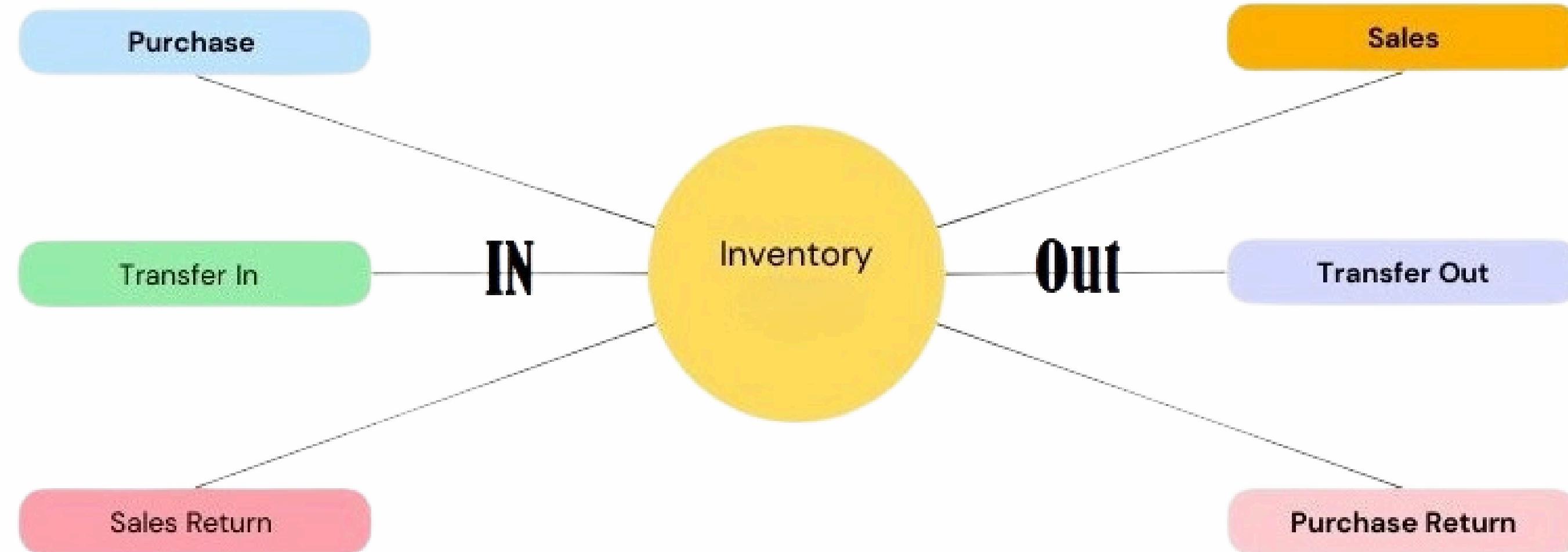
Procure to Pay Cycle:

1. Request for Quotation - RFQ
2. Select Vendor
3. Receiving
4. Billing
5. Payment

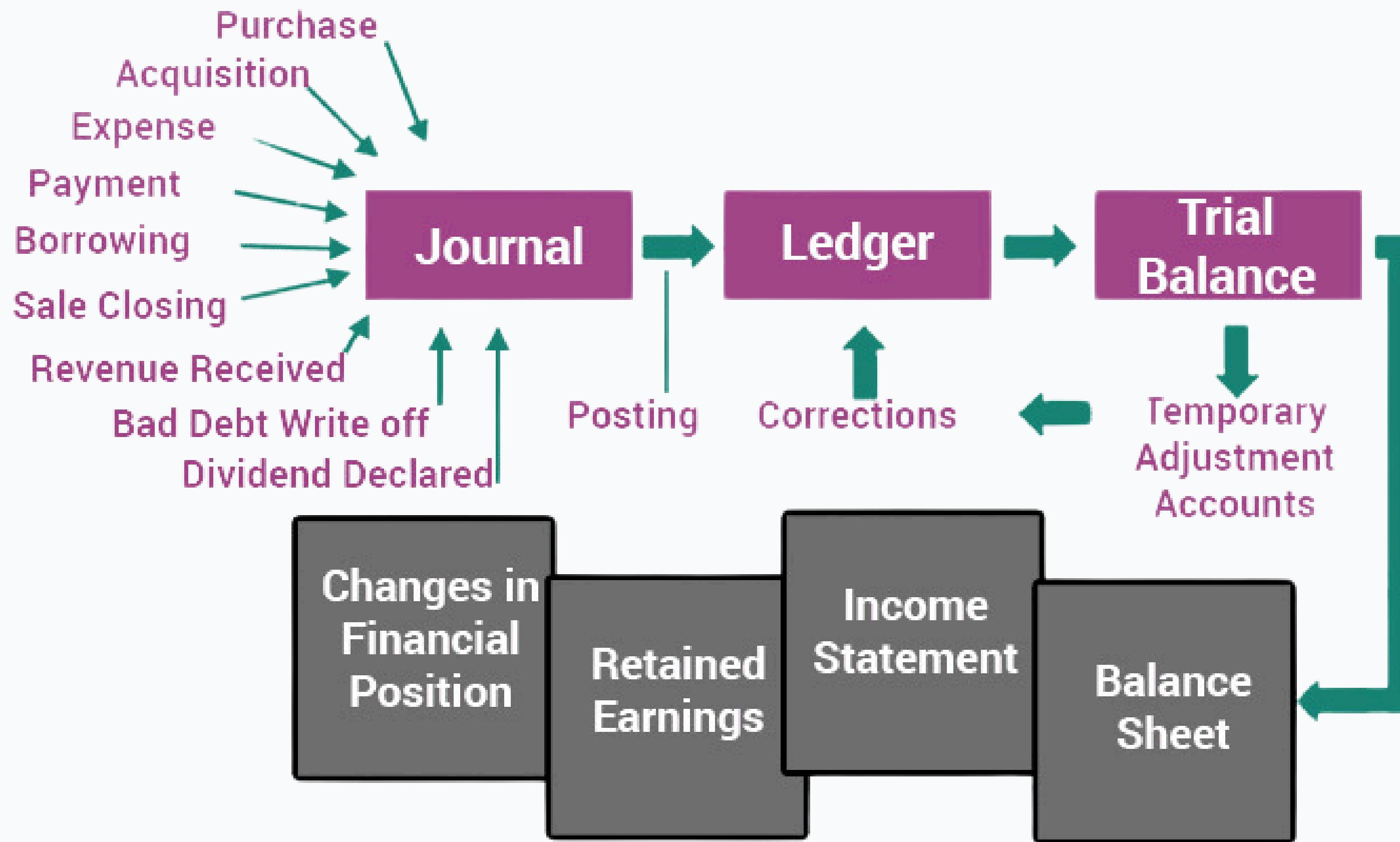


Inventory Workflow:

- Real-Time Inventory **Tracking** and updating stock levels in all branches after sales and purchase transactions.
- Warehouse Manage **transfers** between Raneen's warehouses are tracked and optimized.
- Valuation through **Anglo-Saxon accounting** is applied for inventory valuation (**weighted average**).
- Stock Movement seamlessly tracked between **warehouses** and tied into financial entries.



Accounting Workflow:



Accounts setup:

Default Accounts

Post Exchange difference entries in:	
Journal	Exchange Difference ▾ →
Gain	500011 Gain On Differ. ▾ →
Loss	400053 Loss on Differ. ▾ →
Post bank transactions and payments in:	
Bank Suspense	201001 Bank Suspense ▾ →
Outstanding Receipts	101004 Outstanding R. ▾ →
Outstanding Payments	105003 Outstanding P. ▾ →
Internal Transfer	100010 Liquidity Transf. ▾ →
Post Deferred entries in:	
Journal	Miscellaneous Operations ▾ →
Deferred Expense	130000 Prepaid Expenses ▾ →
Deferred Revenue	210004 Unearned Revenue ▾ →
Generate Expense Entries	On bill validation ▾
Generate Revenue Entries	On invoice validation ▾
Amount Computation	Months ▾
Post discounts in:	
Cash Discount Gain	500014 Cash Discount ▾ →
Cash Discount Loss	400079 Cash Discount ▾ →

Separate discount accounts on invoices

Customer Invoices	500001 Sales Account ▾ →
Vendor Bills	400080 Discount Receivable ▾ →

Accounting Dashboard:

Accounting Dashboard Customers Vendors Accounting Reporting Configuration

Accounting Dashboard

Favorites Search...

Alhassan Ali
edu-raneen-test1

1-9 / 9

Cash

New Transaction Balance 13,680.00 LE

Due 13 - 19 Oct This Week 27 Oct - 2 Nov 3 - 9 Nov Not Due

Bank Misr

New Transaction Import File

Due 13 - 19 Oct This Week 27 Oct - 2 Nov 3 - 9 Nov Not Due

Customer Invoices

New Invoice

Due 13 - 19 Oct This Week 27 Oct - 2 Nov 3 - 9 Nov Not Due

Point of Sale

New Entry

Due 13 - 19 Oct This Week 27 Oct - 2 Nov 3 - 9 Nov Not Due

Discounts

New Invoice

Due 13 - 19 Oct This Week 27 Oct - 2 Nov 3 - 9 Nov Not Due

Vendor Bills
vendor-bills@edu-raneen-test1.odoo.com

Upload Create Manually

Due 13 - 19 Oct This Week 27 Oct - 2 Nov 3 - 9 Nov Not Due

Miscellaneous Operations

New Entry

Due 13 - 19 Oct This Week 27 Oct - 2 Nov 3 - 9 Nov Not Due

POS

New Transaction

Due 13 - 19 Oct This Week 27 Oct - 2 Nov 3 - 9 Nov Not Due

Tax Adjustments

New Entry Tax return for September 20... 10/07/2024

Inventory Valuation

Stock Valuation

General Account Properties		✓	Automatic Accounting
Income Account	500001 Sales Account	→	Enable automatic accounting entries for stock movements
Expense Account	500000 Cost of Goods	→	The below accounts will be used by default for automatic inventory valuation.
			Stock Valuation Account 120000 Inventory - HQ →
			Stock Journal Inventory Valuation →
			Stock Input Account 106041 Stock Input A →
			Stock Output Account 500000 Cost of Goods →

Inventory Module

The screenshot displays the Inventory Module interface across three branches:

- Raneen Main Warehouse:**
 - Receipts:** Raneen Main Wearhouse
10 To Process, 9 Late
 - Internal Transfers:** Raneen Main Wearhouse
0 To Process
 - Delivery Orders:** Raneen Main Wearhouse
0 To Process, 1 Waiting, 1 Late
 - PoS Orders:** Raneen Main Wearhouse
0 To Process
- Raneen Co. - Furniture Warehouse:**
 - Receipts:** Raneen Co. - Furniture Warehouse
0 To Process
 - Internal Transfers:** Raneen Co. - Furniture Warehouse
0 To Process
 - Delivery Orders:** Raneen Co. - Furniture Warehouse
0 To Process
 - PoS Orders:** Raneen Co. - Furniture Warehouse
0 To Process
- Raneen Co. - Electronics Depot:**
 - Receipts:** Raneen Co. - Electronics Depot
0 To Process
 - Internal Transfers:** Raneen Co. - Electronics Depot
0 To Process
 - Delivery Orders:** Raneen Co. - Electronics Depot
0 To Process
 - PoS Orders:** Raneen Co. - Electronics Depot
0 To Process

Reporting and Configuration: A red box highlights the **Reporting** and **Configuration** sections under the Raneen Co. - Electronics Depot branch. The Configuration section is also highlighted with a red border and an arrow points from it to the Configuration section in the sidebar.

Configuration Sidebar:

- Configuration:** (highlighted with a red border)
- Settings
- Warehouse Management
 - Warehouses
 - Locations
 - Routes
 - Rules
 - Operations Types
 - Storage Categories
 - Putaway Rules
- Products
 - Product Categories
 - Attributes
 - Product Packagings
 - Reordering Rules
- Units of Measures
 - UoM Categories
 - Delivery
 - Shipping Methods
 - Package Types

Sales Module

1. Sales Teams
2. Customers
3. Products
4. Price Lists and Currency
5. Taxes and Payment Methods
6. Delivery Methods

The screenshot shows the Odoo Sales module interface. At the top, there is a navigation bar with tabs: Sales, Orders, To Invoice, Products, Reporting, and Configuration. The Configuration tab is currently selected and highlighted with a green border. Below the navigation bar, there is a sub-navigation bar with a New button, a Quotations section, and a gear icon. The main area displays a list of quotations with columns for Number and Creation Date. Two entries are visible: S00002 (Creation Date: 10/17/2024 14:44:55) and S00001 (Creation Date: 10/17/2024 14:44:16). To the right of the main area, a sidebar is open, showing a hierarchical list of configuration options under the Configuration tab. The list includes: Settings, Sales Teams, Sales Orders, Tags, Products, Attributes, Product Categories, Online Payments, Payment Providers, Payment Methods, Payment Tokens, Payment Transactions, Units of Measure, Units of Measure, Units of Measure Categories, Activity Types, and Advanced. On the far right of the sidebar, there is a search bar with the placeholder "Search..." and a list of users under the heading "Salesperson". Two users are listed: Alhassan Ali and another user with the same name.

Sales Module

Sales Teams

Sales		Orders	To Invoice	Products	Reporting	Configuration
New		Sales Teams ⚙				
<input type="checkbox"/>	Sales Team					
<input type="checkbox"/>	⋮ Sales					
<input type="checkbox"/>	⋮ Point of Sale					
<input type="checkbox"/>	⋮ Giza Team					
<input type="checkbox"/>	⋮ Cairo Team					
<input type="checkbox"/>	⋮ Mansoura Team					
<input type="checkbox"/>	⋮ Port Said Team					
<input type="checkbox"/>	⋮ Alex Team					

Sales Module

Sales Stages

The screenshot shows the Sales Stages view in Odoo. It displays three stages of a sales process: Quotation, Sales Order, and Quotation Sent. Each stage has a progress bar indicating the number of items (1) and a list of records.

Quotation	Sales Order	Quotation Sent
AI-Ahram Supermarket 11,400.00 LE S00003 10/23/2024 19:52:40 Quotation	AI-Karnak Trading 159,600.00 LE S00002 10/17/2024 14:47:29 Sales Order	Alhassan Ali 1,402.20 LE S00001 10/17/2024 14:44:16 Quotation Sent

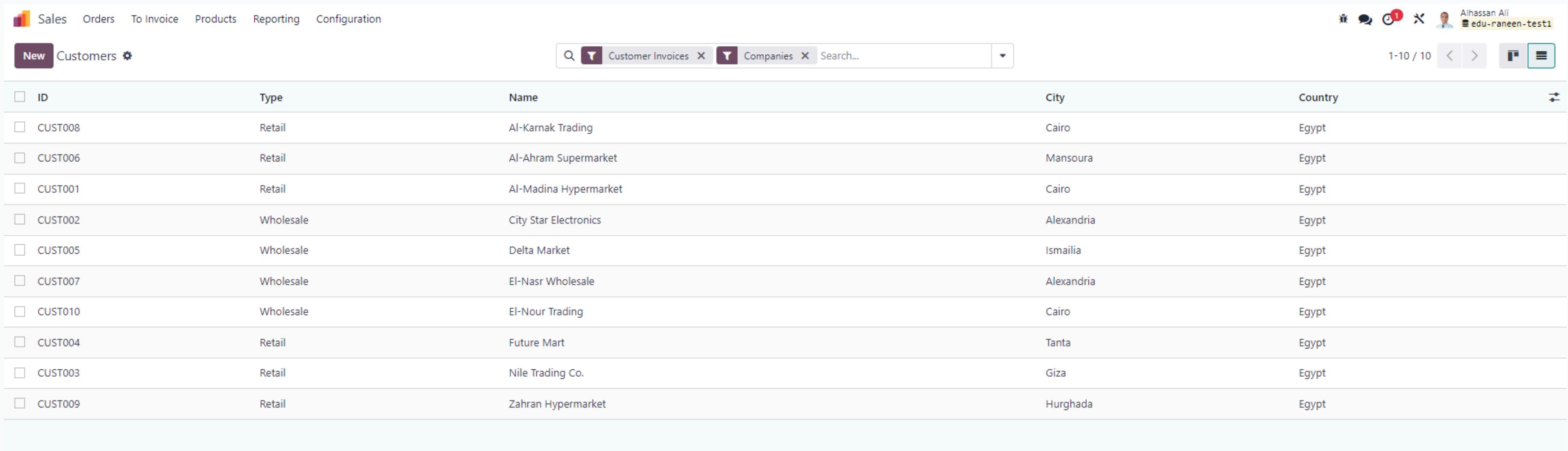
Pricelists

The screenshot shows the Pricelists view in Odoo. It lists four pricelists with their names, discount policies, and currencies.

Pricelist Name	Discount Policy	Currency
Default pricelist	Discount included in the price	EGP
Retail	Discount included in the price	EGP
Wholesale	Discount included in the price	EGP

Sales Module

Customers



The screenshot shows the Odoo Sales module interface for managing customers. The top navigation bar includes links for Sales, Orders, To Invoice, Products, Reporting, and Configuration. The top right corner shows the user's name, Alhassan Ali, and email, edu-raneen-test1. Below the header is a search bar with filters for Customer Invoices and Companies, and a search input field. The main area displays a list of 10 customers, each with a checkbox, ID, Type, Name, City, and Country. The data is as follows:

ID	Type	Name	City	Country
CUST008	Retail	Al-Karnak Trading	Cairo	Egypt
CUST006	Retail	Al-Ahram Supermarket	Mansoura	Egypt
CUST001	Retail	Al-Madina Hypermarket	Cairo	Egypt
CUST002	Wholesale	City Star Electronics	Alexandria	Egypt
CUST005	Wholesale	Delta Market	Ismailia	Egypt
CUST007	Wholesale	El-Nasr Wholesale	Alexandria	Egypt
CUST010	Wholesale	El-Nour Trading	Cairo	Egypt
CUST004	Retail	Future Mart	Tanta	Egypt
CUST003	Retail	Nile Trading Co.	Giza	Egypt
CUST009	Retail	Zahran Hypermarket	Hurghada	Egypt

Sales Module

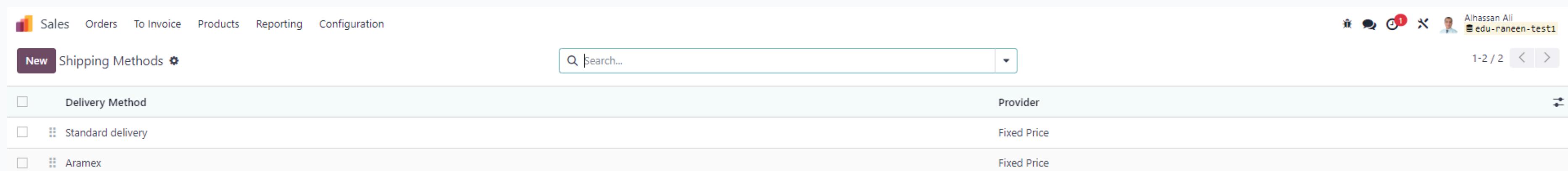
Customers

The screenshot shows the Odoo Sales module interface for managing customers. The top navigation bar includes links for Sales, Orders, To Invoice, Products, Reporting, and Configuration. The current page is 'Customers'. The header features a search bar with filters for 'Customer Invoices' and 'Companies', and a user profile for 'Alhassan Ali'. The main content area displays a grid of 10 customer records, each represented by a building icon and a card containing the customer's name, ID, type, and location. The records are:

Customer Name	Customer ID	Customer Type	Location
AI-Karnak Trading	CUST008	Retail	Cairo, Egypt
AI-Ahram Supermarket	CUST006	Retail	Mansoura, Egypt
AI-Madina Hypermarket	CUST001	Retail	Cairo, Egypt
City Star Electronics	CUST002	Wholesale	Alexandria, Egypt
Delta Market	CUST005	Wholesale	Ismailia, Egypt
El-Nasr Wholesale	CUST007	Wholesale	Alexandria, Egypt
El-Nour Trading	CUST010	Wholesale	Cairo, Egypt
Future Mart	CUST004	Retail	Tanta, Egypt
Nile Trading Co.	CUST003	Retail	Giza, Egypt
Zahran Hypermarket	CUST009	Retail	Hurghada, Egypt

Sales Module

Delivery Methods



The screenshot shows the Odoo Sales module interface. At the top, there is a navigation bar with links: Sales, Orders, To Invoice, Products, Reporting, and Configuration. On the right side of the header, there is a user profile for 'Alhassan Ali' with the email 'edu-raneen-test1'. Below the header, the main content area has a title 'Shipping Methods' with a 'New' button. A search bar is located above the list of delivery methods. The list table has columns for 'Delivery Method' (with icons), 'Provider' (with icons), and pagination controls (1-2 / 2, <, >). The data in the table is as follows:

Delivery Method	Provider
<input type="checkbox"/> Standard delivery	Fixed Price
<input type="checkbox"/> Aramex	Fixed Price

POS Module

Multi-Store

The screenshot shows the Odoo Point of Sale (POS) interface for a multi-store setup. The top navigation bar includes links for Point of Sale, Dashboard, Orders, Products, Reporting, and Configuration. The top right corner shows the user's name, Alhassan Ali, and their login ID, edu-raneen-test1, along with a notification icon indicating one unread message.

The main area displays five branches, each with a 'New Session' button:

- Cairo Branch:** Closing Balance: 10/23/2024, 13,680.00 LE
- Alex Branch:** Closing Balance: 10/23/2024, 0.00 LE
- Giza Branch:** Continue Selling
- Mansoura Branch:** New Session
- Port Said Branch:** New Session

Search and navigation tools are located at the top right of the main content area.

Purchases Module

Purchase Orders Products Reporting Configuration

New Requests for Quotation

Search... 1-14 / 14 < > Grid View Print Report Calendar Help

All RFQs: 1 To Send, 0 Waiting, 1 Late | Avg Order Value: 525,768.00 LE | Purchased Last 7 Days: 6,834,984.00 LE

My RFQs: 0 To Send, 0 Waiting, 0 Late | Lead Time to Purchase: 0 Days | RFQs Sent Last 7 Days: 0

	Reference	Vendor	Buyer	Order Deadline	Activities	Source Document	Total	Status
<input type="checkbox"/>	P00014	Al-Nour Electronics	Alhassan Ali				2,622.00 LE	Purchase Order
<input type="checkbox"/>	P00013	Blue Sky Imports	Khaled	Yesterday			0.00 LE	RFQ
<input type="checkbox"/>	P00012	Al-Aziz Suppliers	Khaled				9,120.00 LE	Locked
<input type="checkbox"/>	P00011	Future Warehousing	Khaled				666,900.00 LE	Locked
<input type="checkbox"/>	P00010	Smart Packaging Co.	Khaled				518,700.00 LE	Locked
<input type="checkbox"/>	P00009	Modern Tech Solutions	Khaled				235,980.00 LE	Locked
<input type="checkbox"/>	P00008	Al-Aziz Suppliers	Khaled				1,710,000.00 LE	Locked

Configuration

Settings

Vendor Pricelists

Products

Product Attributes

Product Categories

Units of Measures

Units of Measure Categories

25

Purchases Module

Purchase Orders Products Reporting Configuration

Save Discard Settings Search...

General Settings

- Purchase Order Approval Request managers to approve orders above a minimum amount
- Warnings Get warnings in orders for products or vendors
- Receipt Reminder Automatically remind the receipt date to your vendors

Sales

Calendar

Website

Purchase

Inventory

Accounting

Employees

Point of Sale

Invoicing

- Bill Control ? Quantities billed by vendors
 - Ordered quantities
 - Received quantities
- 3-way matching ? Make sure you only pay bills for which you received the goods you ordered

Products

- Variants ? Purchase variants of a product using attributes (size, color, etc.)
 - Attributes
- Product Packagings Purchase products by multiple of unit # per package
- Variant Grid Entry Add several variants to the purchase order from a grid
- Units of Measure ? Sell and purchase products in different units of measure
 - Units Of Measure

Meet Our Amazing Team



Alhassan Ali



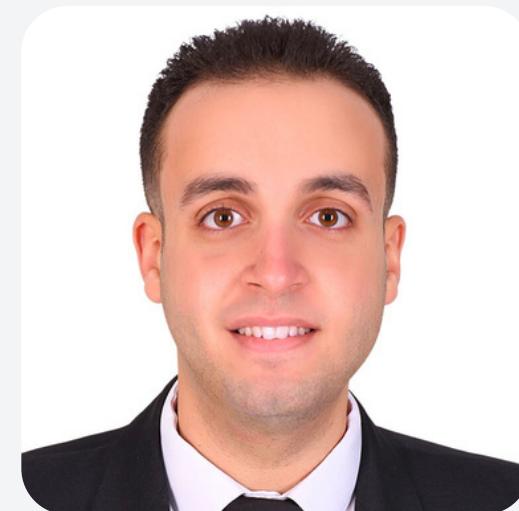
Omar Ibrahim



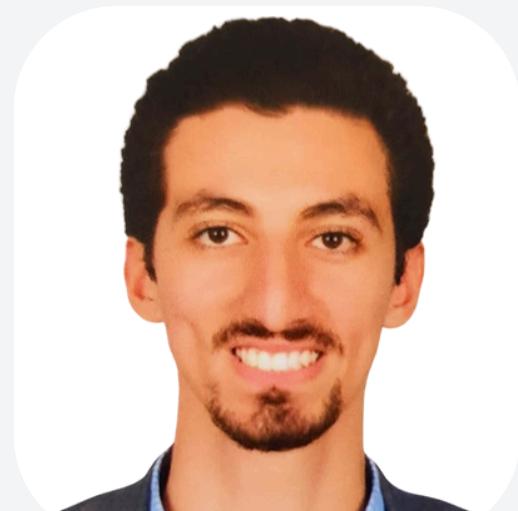
Youssef Ayman



Ahmed Mahmoud



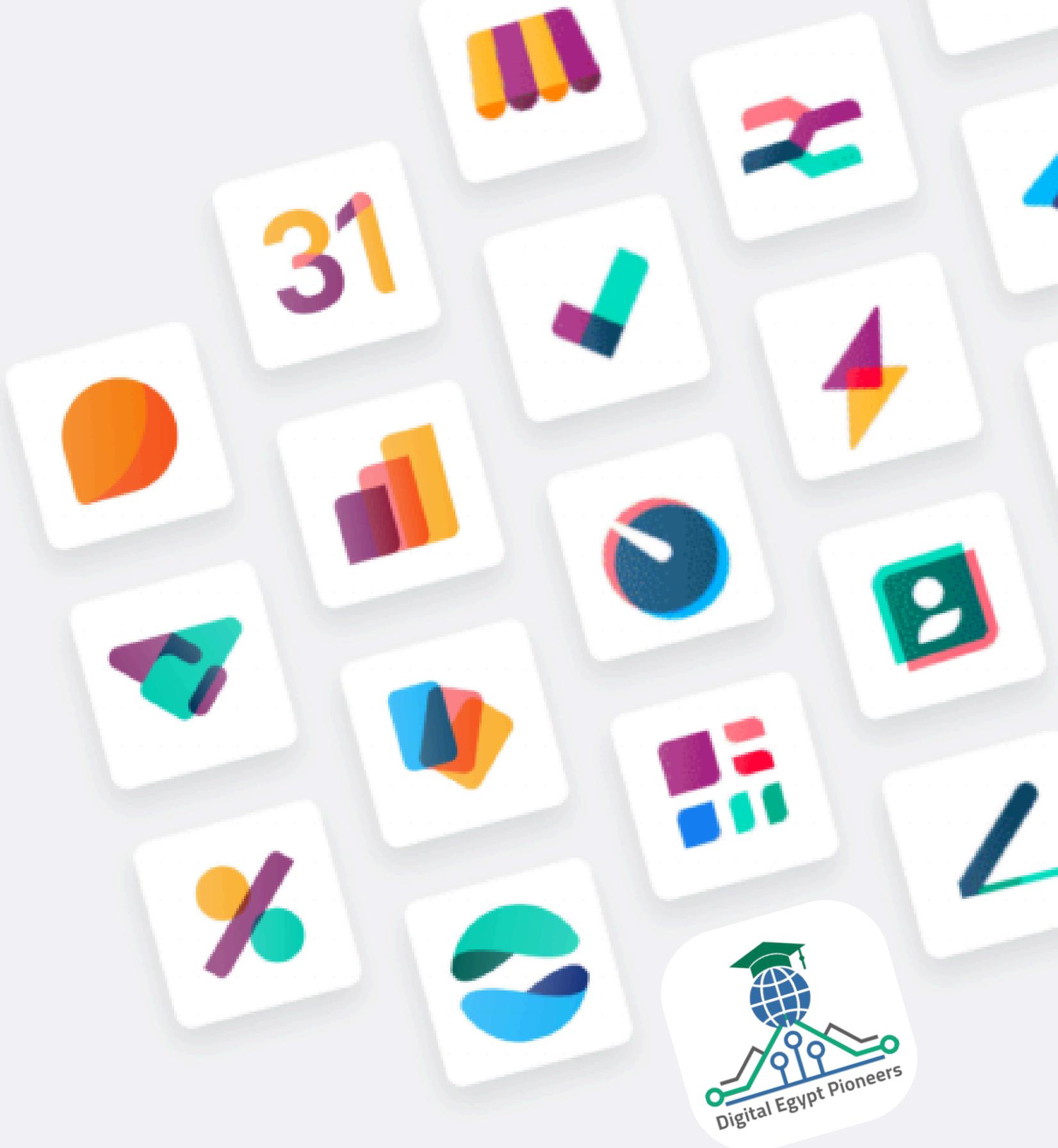
Khaled Abdel-Aziz



Mohammed Al-Shafei



Thanks!



NEXT13_CAI1_ERP4_G1e
© Group B