



# Odoo ERP Implementation in Retail Industry

Case Study of **Raneen** رنین Co.

Graduation Project

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# 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.

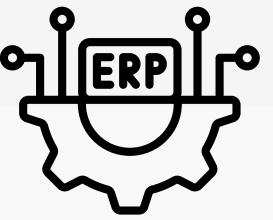
The **objective** is to streamline their operations and enhance business processes and improve decision-making using Odoo.



## 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- Outdated systems limit **scalability**, while manual processes increase error rates.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

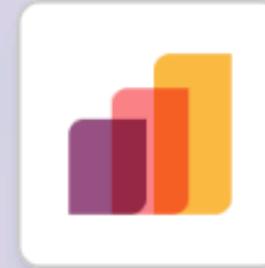


# Odoo ERP System for Retail [ Raneen Co. ] رنين

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



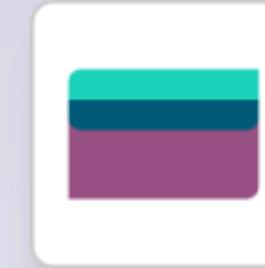
Accounting



Sales



Point of Sale



Purchase



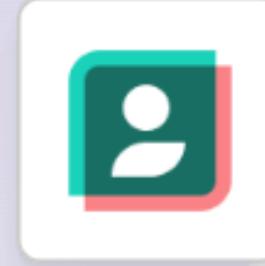
Inventory



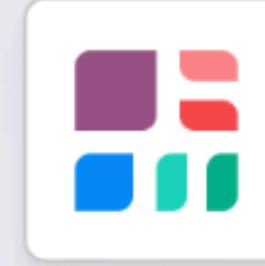
Barcode



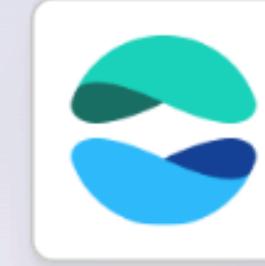
Settings



Contacts



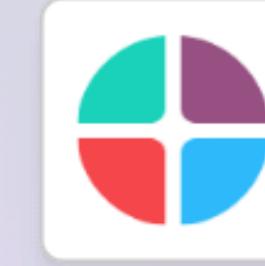
Dashboards



Website



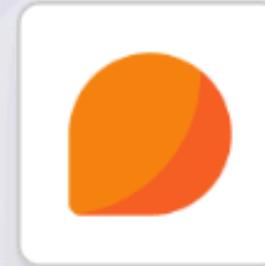
Employees



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



# 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 for settings.

The main content area displays a list of quotations. Each quotation entry includes a checkbox, a number (S00002 or S00001), and a creation date (10/17/2024 14:44:55 or 10/17/2024 14:44:16). There is also a search bar at the top right of the main content area.

A large vertical sidebar on the right side of the screen contains 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

# 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 Odoo Sales module interface. At the top, there are navigation links: Sales, Orders, To Invoice, Products, Reporting, and Configuration. On the right, there is a user profile for 'Alhassan Ali' (edu-raneen-test1) with a notification badge '1'. Below the header, a search bar is centered with the text 'Quotations'. The main area displays three sales records in a grid:

Quotation	Sales Order	Quotation Sent
AI-Ahram Supermarket 11,400.00 LE S00003 10/23/2024 19:52:40 <span style="color: blue;">Quotation</span>	AI-Karnak Trading 159,600.00 LE S00002 10/17/2024 14:47:29 <span style="color: green;">Sales Order</span>	Alhassan Ali 1,402.20 LE S00001 10/17/2024 14:44:16 <span style="color: purple;">Quotation Sent</span>

Below the grid, there are standard Odoo toolbar icons for filtering, sorting, and other operations.

## Pricelists

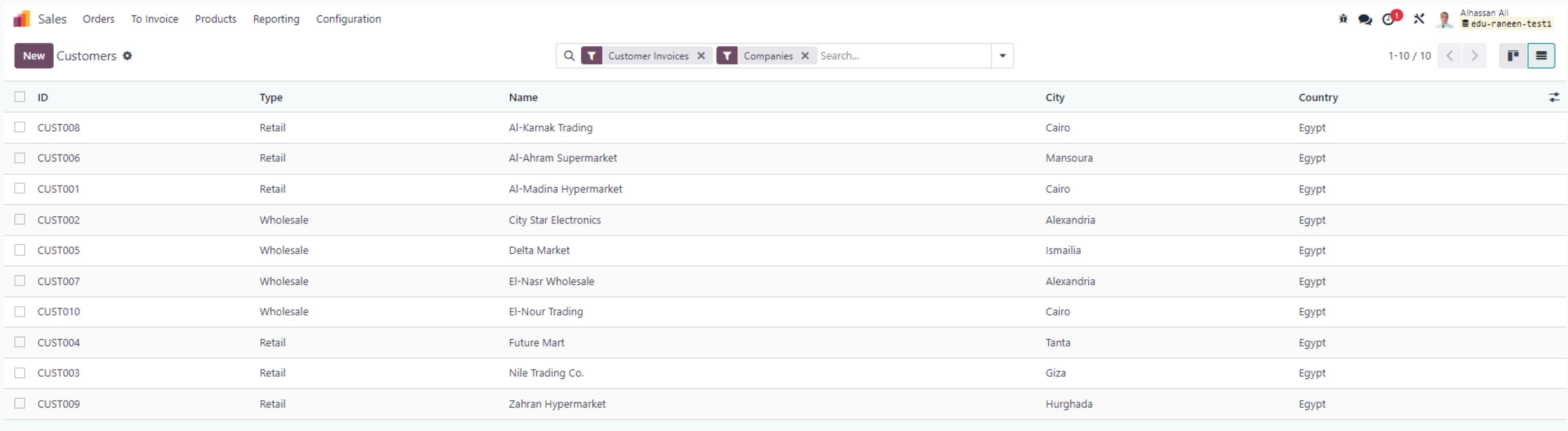
The screenshot shows the Odoo Pricelists module interface. At the top, there are navigation links: Sales, Orders, To Invoice, Products, Reporting, and Configuration. On the right, there is a user profile for 'Alhassan Ali' (edu-raneen-test1) with a notification badge '1'. Below the header, a search bar is centered with the placeholder 'Search...'. The main area displays a list of pricelists:

<input type="checkbox"/>	Pricelist Name	Discount Policy	Currency
<input type="checkbox"/>	Default pricelist	Discount included in the price	EGP
<input type="checkbox"/>	Retail	Discount included in the price	EGP
<input type="checkbox"/>	Wholesale	Discount included in the price	EGP

Below the table, there are standard Odoo toolbar icons for filtering, sorting, and other operations. A page number '1-3 / 3' is visible in the bottom right corner.

# 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

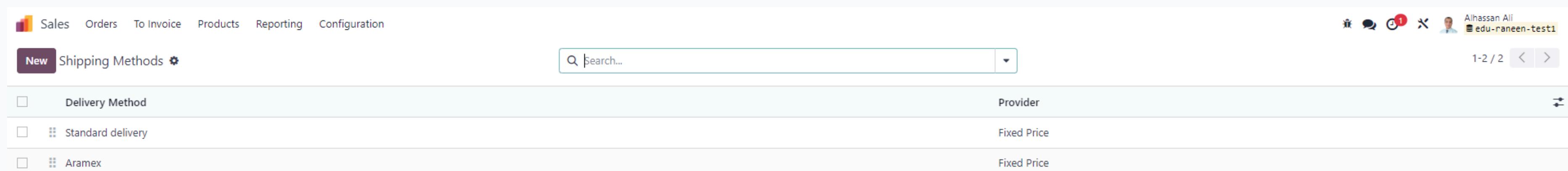
## Customers

The screenshot shows the Odoo Sales module interface. At the top, there is a navigation bar with links: Sales, Orders, To Invoice, Products, Reporting, and Configuration. On the far right, there is a user profile for 'Alhassan Ali' (edu-raneen-test1) with a red notification badge showing '1'. Below the navigation bar is a search bar containing filters for 'Customer Invoices' and 'Companies', and a general search field. The main area displays a grid of 10 customer records, each represented by a building icon and a card. The columns in the grid are: Customer Name, Customer ID, Customers Type, and Location. The data for each customer is as follows:

Customer Name	Customer ID	Customers 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



A screenshot of the Odoo Sales module interface. The top navigation bar includes links for Sales, Orders, To Invoice, Products, Reporting, and Configuration. The current page is 'Shipping Methods'. A search bar at the top right contains the placeholder 'Search...'. On the far right, there are user icons and the text 'Alhassan Ali' and 'edu-raneen-test1'. The main content area displays a list of delivery methods:

<input type="checkbox"/>	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 email, 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 buttons are located at the top right of the main content area.

# Procure to Pay Cycle:

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



# Purchases Module

The screenshot shows the Odoo Purchases Module interface. At the top, there is a navigation bar with tabs: Purchase, Orders, Products, Reporting, and Configuration. Below the navigation bar, there is a search bar and a toolbar with various icons.

On the left, there is a summary section for Requests for Quotation (RFQs) with counts for To Send, Waiting, and Late status. There are also summary statistics for Avg Order Value, Lead Time to Purchase, Purchased Last 7 Days, and RFQs Sent Last 7 Days.

The main area displays a list of RFQs with columns for Reference, Vendor, Buyer, Order Deadline, Activities, Source Document, Total, and Status. The list includes entries for P00014, P00013, P00012, P00011, P00010, P00009, and P00008.

A large red arrow points from the 'Configuration' tab in the top navigation bar down to a red-bordered callout box. The callout box contains a list of configuration options:

- Configuration
- Settings
- Vendor Pricelists
- Products
  - Product Attributes
  - Product Categories
- Units of Measures
- Units of Measure Categories

At the bottom right of the interface, there is a page number '19'.

# 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

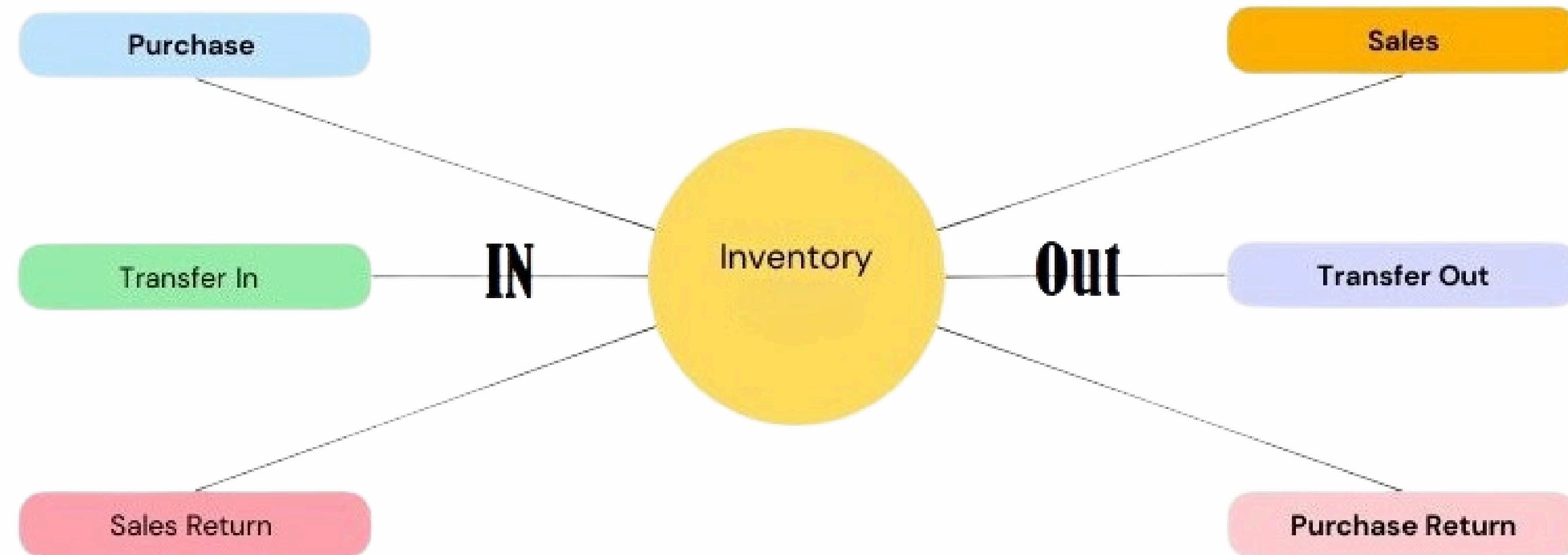
- Bill Control ? Quantities billed by vendors
  - Ordered quantities
  - Received quantities
- 3-way matching ? Make sure you only pay bills for which you received the goods you ordered

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

# 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.



# Inventory Module

The screenshot displays the Inventory Module interface across three branches:

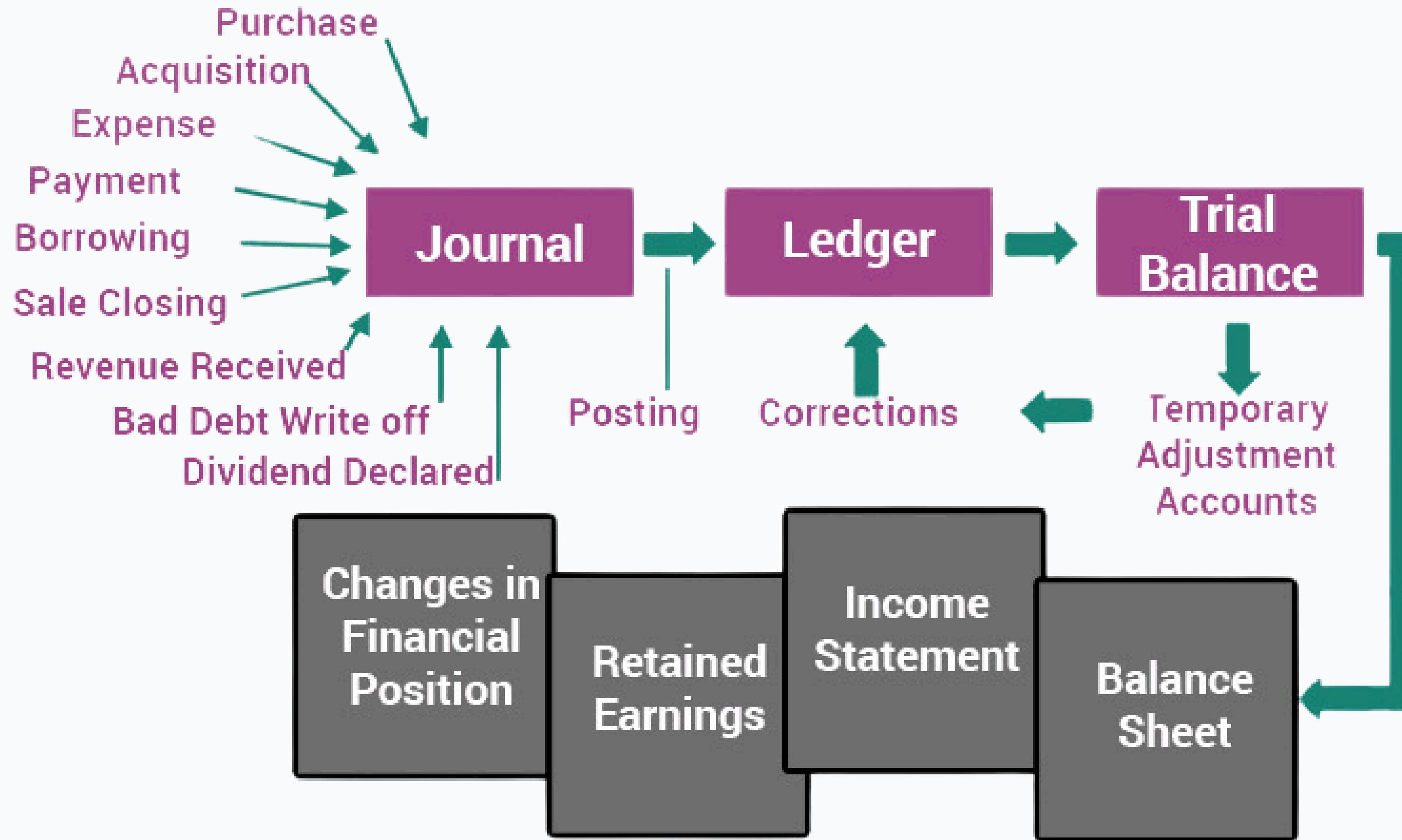
- Raneen Main Warehouse:**
  - Receipts:** Raneen Main Warehouse. 10 To Process, 9 Late.
  - Internal Transfers:** Raneen Main Warehouse. 0 To Process.
  - Delivery Orders:** Raneen Main Warehouse. 0 To Process, 1 Waiting, 1 Late.
  - PoS Orders:** Raneen Main Warehouse. 0 To Process.
- Raneen Co. - 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 (selected)
- 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

# Accounting Workflow:



# 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

# Accounts setup:

**Default Accounts**

<b>Post Exchange difference entries in:</b>	
Journal	Exchange Difference ▾ →
Gain	500011 Gain On Differ. ▾ →
Loss	400053 Loss on Differ. ▾ →
<b>Post bank transactions and payments in:</b>	
Bank Suspense	201001 Bank Suspense ▾ →
Outstanding Receipts	101004 Outstanding R. ▾ →
Outstanding Payments	105003 Outstanding P. ▾ →
Internal Transfer	100010 Liquidity Transf. ▾ →
<b>Post Deferred entries in:</b>	
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 ▾
<b>Post discounts in:</b>	
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 ▾ →

# 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 →

# Meet Our Amazing Team



Alhassan Ali



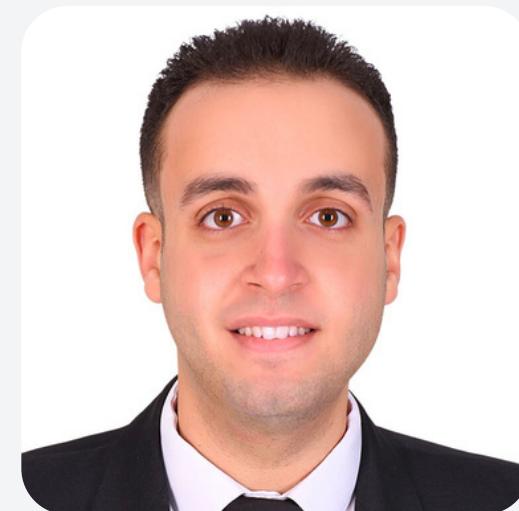
Omar Ibrahim



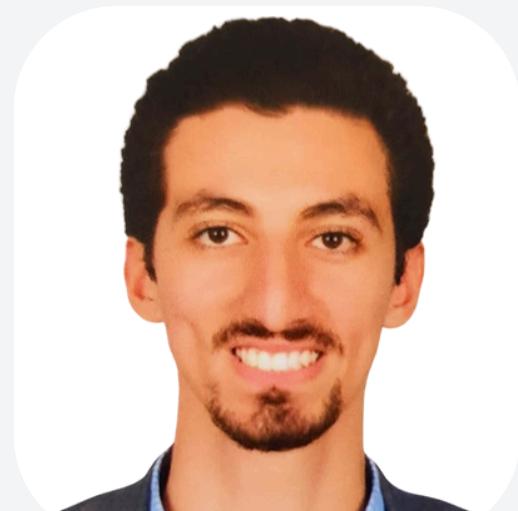
Youssef Ayman



Ahmed Mahmoud



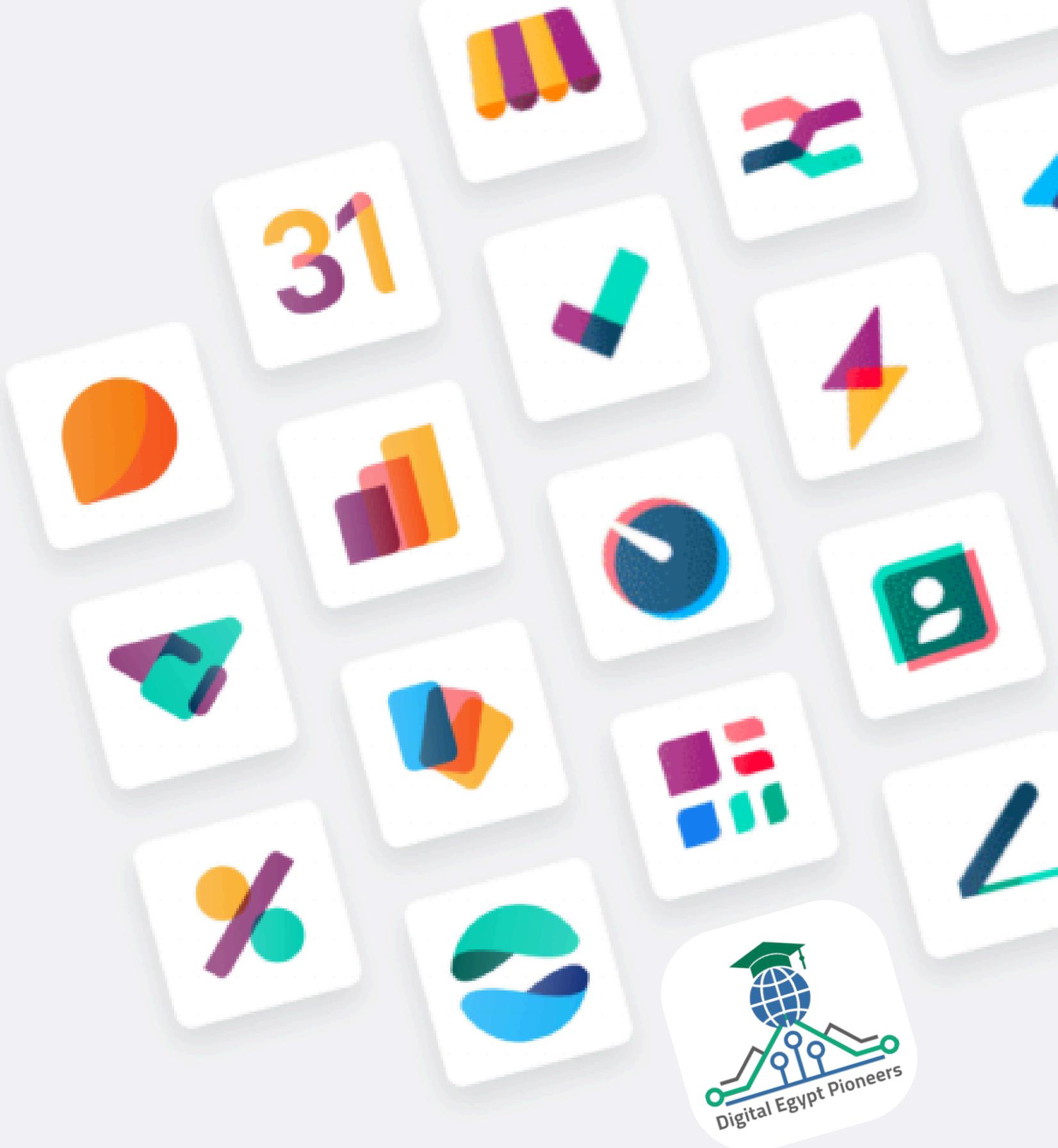
Khaled Abdel-Aziz



Mohammed Al-Shafei



# Thanks!



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