## **RanceLab Website > MITHAI PAGE**

|  | **JUGGLING MULTIPLE SOFTWARE**  POS for Billing, Excel for Stock, Accounting Software for Finance and WhatsApp for everything else…  *Sadly, nothing talks to each other…*  Are you the only person holding everything together?  **CTA: Experience the Transformation** |
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What happens when YOU run Multiple Software?

When you run a business on loosely connected software, it creates more problems than you solve.

* **Delayed Decisions:** Data is distributed, reconciliation takes time, and clarity comes late.
* **Hidden Costs:** Multiple tools mean multiple fees, training, maintenance and inefficiency.
* **Vulnerable to Frauds:** A lack of clear “who/when/why, and why” leads to fraud.
* **Rework & Redundancy:** Data duplication leads to errors, and disconnect creates redundancy.

The Truth every Mithai Business Owner knows

You’re not running a shop anymore. You’re managing chaos every day.

* Daily samples, returns, and wastage, with no real responsibility.
* Production plan on guesswork. Stockouts for heroes, dead stock for slow movers.
* Inter-branch transfers go missing. “In transit” becomes “out of sight.”
* Expiry isn’t tracked. Yesterday’s stock becomes today’s write-off.

**CTA: Discover the Calm after Chaos**

What happens the day you’re not around?

You delegate it to a trustworthy staff member or tech-savvy relative without control.

BUT, Reliable staff isn’t tech-ready. Tech-savvy relative isn’t business-ready.

**That’s delegation without control. And it bleeds quietly.**

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| **Trial Batches / Process Waste**  Extra batches, “just in case,” are not sold, discarded, or burned. | **Grammage Loss / Free Sample**  Extra grams on every weigh, Tasting, Sampling, Freebies. | **Employee Theft - Cash / Stock**  Bill printed, cash collected, then discounted/deleted. | **Unbilled Sales / Low Billing**  Cash collected, bill not made. Reducing sale price in billing. |

Most mithai businesses lose ₹2–3 lakhs a month and don’t even see it.

**CTA: Find Your Leakage in 60 seconds**

**Meet RanceLab ERP: Designed to grow your Mithai Business operations.**

Simple to start, powerful to scale,transforming potential loss into guaranteed growth**.**

| **Billing**  Fast billing, no errors, zero delays, and chain price governance. | **Inventory**  Stock, theft or leakage. Know what’s missing before it’s gone. | **Production**  From recipe to batch, bardana to dispatch, every order is delivered. | **Finance**  Clear profit visibility that doesn’t wait for the accountant. |
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| **Loyalty & Campaign**  Segments, wallets, cashback, engagement campaigns. | **Payroll**  Attendance, shifts and incentives are all synced. | **Demand & Planning**  Demand forecasting, production planning, auto replenishment order | **Supply Chain**  Procurement, inter-branch idents, transfers, dispatch. |
| **Fraud Control**  Most advanced granular-level security, zero tampering. | **Analysis & Insights**  Transforms big data into actionable insights. | **AI Assistant**  Your personal assistant. Not beautiful but very intelligent. | **Chain Outlets**  Every outlet feels like it’s right outside your office. |

**CTA: Schedule a 30-min Expert Session**

**Thinking** **of alternatives?** They offer endless features. We deliver control for your Mithai Business. Here's an 8-point comparison of why RanceLab ERP is engineered for your success, where others fail.

| **Competitors' Software** | vs. | **RanceLab ERP** |
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| Generic Restaurant POS |  | Built for Mithai and Namkeen Businesses |
| Simple POS stitched to disjointed tools |  | A comprehensive ERP covering all business areas |
| Never-ending loop of Subscription |  | Clear TCO with a lifetime license, nominal AMC |
| Cloud-only system, internet dependency |  | Robust hybrid, offline and online system |
| Handling voluminous data is a nightmare |  | Designed to process voluminous databases |
| Processes are people-driven |  | Processes are system-driven |
| Provides basic, limited-period reports |  | AI reports with graphs, insights and designer |
| 24/7 support for limited features, rarely used |  | 24/7 dedicated resource who knows your setup |

Different tools give temporary convenience. RanceLab gives forever control.

**CTA: Compare Now with an Expert**

**Thousands of brands trust RanceLab ERP. They can’t all be wrong.**

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The benefits and outcomes they have achieved within 90 days of implementation.

**CTA: Run the 2-mins ERP Readiness Scan**

**What happens when you use RanceLab ERP?**

This is how a typical day at work looks after implementing RanceLab ERP. (Use 3-4 as Sliders)

| “Today in 5 minutes” dashboard: cash, sales, stock alerts, top sellers, red flags.  One glance shows **today’s cash, sales vs target, stock alerts, top sellers, and only red-flag exceptions**.  **Action Taken:** Replenish flagged SKUs, resolve pricing/void issues, and promote what’s selling, so decisions can be made while the day is still in your control. |  |
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| “Customers that return” view: segments, offers, results, auto re-engagement.  See **who’s coming back and why**: live segments (active, revived, churn-risk), the **offers they saw**, and **results** (repeat sales, conversions, opt-ins).  **Action Taken:** Triggered **auto-reengagement flows for each segment,** so dormant customers return and winning offers scale without manual chasing. |  |
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| “Festive Readiness”: projected demand, stock gating on top 20 SKUs, pre-orders vs capacity, rush-hour staffing.  **See the truth upfront:** projected demand by day, **put levels on top-20 SKUs**, and **pre-orders vs capacity** in one view. No stockouts on hero items, smoother counters, and higher pre-sold revenue  **Action Taken:** lock batches for gated SKUs, open/close pre-order slots, and **redeploy staff to rush hours** before queues form. |  |
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| “Daily P&L Snapshot”: sales, COGS, gross margin, discounts, returns, GST position, notes for anomalies.  One screen with **today’s sales, COGS, gross margin, discounts, returns, and GST position**. **Spot anomalies fast:** margin dips, over-discounting, unusual returns, GST gaps, each flagged with a short note.  **Action Taken:** fixed pricing and recipe costs, stopped leaky promos, resolved return abuse, and cleared GST issues before close. |  |
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| “Red Flags Only”: negative margins, expiry in 7 days, unusual returns, price mismatches, voids by cashier.  A single alert view that shows **only what’s breaking**: negative-margin items, **expiry in 7 days**, unusual returns, price mismatches, and **voids by cashier**. Fewer leaks, cleaner billing, and tighter controls before the day ends.  **Action Taken:** re-cost or pause loss-makers, cleared near-expiry stock with controlled offers, investigated return/void patterns, and fixed pricing or access rights. |  |
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**CTA: Book a Live 10-Min Dashboard Walkthrough**

**Four fantastic reasons to work with RanceLab**

Real reasons our customers stay

| **Mithai-first Thinking** | **Owner Replaceability** | **Scale without Chaos** | **A real partnership** |
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| Built around how mithai shops actually run recipes, batches, festival spikes, chain control, not a generic “Restaurant POS” lens. You feel it in the day-to-day decisions, not just the screens. | The operating model is designed to ensure that work continues at the same high quality when you’re not present. Calm mornings, fewer calls, predictable outcomes, and disciplined decisions. | Open outlet #2 or #10 with the same playbook. Standards remain consistent, supervision doesn’t escalate, and the numbers drive every decision, so growth feels calm, not messy. | Implementation, training, and steady guidance from a team that’s spent decades in F&B and sweets, so you don’t have to translate your business to your software. |

**Our Promise**

One routine, one dashboard, one playbook your team can follow without you

| **One Team**  One goal, no blame game. | **One Accountability**  We own the implementation. | **One Outcome**  More control to you. |
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**CTA: Let’s discuss roll-out**

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## **Frequently Asked Questions**

**Q:** This sounds complex. Will implementation be a headache?  
**A:** No. We implement with clear SOPs, not jargon, in a step-by-step approach. You go live by process, not panic.

**Q:** What will happen to my current data? Will migration hurt?

**A:** No. We conduct a staged rollout, including clean masters, test/demo runs, and a parallel run, until the numbers match. Then we switch.

**Q:** My team won’t adopt this. What then?

**A:** We design by role, not theory, simple screens for each job. Training is conducted in both Hindi/English, with checklists, and manager scorecards track adoption to ensure habits stick.

**Q:** What about the price?

**A:** We give you a clear total cost of ownership with a one-time lifetime license. Payback is faster, and you avoid the ongoing “tool tax” of multiple subscriptions.

**Q:** Can we get support when it matters?

**A:** Yes, 24/7 mission-critical support with a dedicated account manager who knows your chain. One contact, faster resolutions, no runaround.

**Q:** We already use POS + Excel + Tally. Why change?  
**A:** One control room beats three islands. RanceLab replaces all three. It features a POS with built-in Inventory and Accounts Management. It also syncs with Tally.

**Q:** Is my data secure?

**A:** Yes, bank-grade encryption, role-based access, audit trails, and daily backups. Your numbers stay locked, traceable, and recoverable.

**Q:** We may need customisation. Can you handle that?  
**A:** Yes, most needs are solved with **configuration**: mithai-ready templates for recipes/costing, rules, and approvals. We avoid risky one-off code, so changes are faster, safer, and easier to maintain.

**Q:** No time before festivals. Can we implement it later?

**A:** Yes. We pilot in one outlet/central kitchen, **freeze recipes**, and build your **readiness** while you focus on the rush. When the season ends, we **roll out clean** and go live after the rush, not during it.

**Q:** What if there’s downtime or poor internet?

**A:** Counters don’t stop, **offline-first billing** keeps selling, and **auto-sync** updates data when back online. Additionally, health monitors flag issues early, and SLA-backed support ensures steady operations.

**CTA: Experience the Transformation**

Fast forward to “THE SOLUTION” section, “MEET RanceLab ERP”

**CTA: Discover the Calm after Chaos**

Fast forward to “THE SOLUTION” section, “MEET RanceLab ERP”

**CTA: Find Your Leakage in 60 seconds**

Leakage Calculator: <https://www.rancelab.com/quiz/leakage/>

**CTA: Schedule a 30-min Expert Session**

Calendly Link/Lead form (Name | Mobile | Brand Name | Number of Outlets)

**CTA: Compare Now with an Expert**

Lead form (Name | Mobile | Brand Name | Number of Outlets)

**CTA: Run the 2-mins ERP Readiness Scan**

ERP-Readiness Scan: <https://www.ebizindia.com/tools/erpready/> (Link will change)

**CTA: Book a Live 10-Min Dashboard Walkthrough**

Calendly Link/Lead form (Name | Mobile | Brand Name | Number of Outlets)

**CTA: Let’s discuss roll-out**

**CTA: Experience the Future of the Mithai Business**

| **AI-powered recommendation engine**  Elevate sales with intelligent suggestions, predict customer favourites before they do. | **AI Dashboard**  Gain instant clarity with actionable insights. Transform raw data into strategic intelligence. | **AI Document Scan & Entry**  Say goodbye to manual paperwork. Seamlessly convert physical documents into structured data. | **AI Alerts & Scheduling**  Intelligently monitor your operations, get notified about anomalies and potential risks. |
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| **AI Personal Assistant**  Your dedicated AI partner for daily operations. From queries to reports, get real-time help. | **AI Support/FAQ**  Get instant, intelligent customer assistance 24/7. Our AI Support resolves queries efficiently. | **AI Add/Edit Items**  Simplifies menu management, allowing quick additions and removals across all menus. | **AI Ordering**  Redefine customer experience with seamless AI ordering. Elevate the ordering journey for your customers. |

You don’t need more help. You need more control.

Choose the partner that never forgets, never argues, and never sleeps.

**CTA: Trust ERP, not Luck**

1) Above-the-Fold Hook

Headline: Stop running a ₹3 cr chain on Excel, WhatsApp, and hope

Subhead: One brain for your mithai business. From kitchen to cash.

Proof chips: Outlets, SKUs, Avg daily bills, Cities

Primary CTA: Experience the Transformation.

Mini CTA: See how calm looks.

2) The Real World Problem (hit hard, fast)

Short narrative with bullets that feel familiar:

* Festival spikes, no production plan, stockouts by 6 pm
* Recipe costing lives in a spreadsheet, margins guessed, wastage invisible
* Prices, menus, and approvals differ by outlet; the owner becomes the system
* Loyalty is points, not repeat revenue, re-engagement is manual
* Staff changes break processes, reports tell you “what”, not “why”

Insert a 3-line “what this costs you” box: lost sales, leakages, stress.

3) Product as Hero

Section title: Meet RanceLab ERP

One-liner: A complete, end-to-end platform that runs mithai the way mithai actually runs.

Pillars with one-line outcomes:

* POS: fast billing, error controls, chain price governance
* Inventory: live stock, dead stock control, ageing, reorder signals
* RBC: recipe, batch, consumption, yield, wastage, by-product
* Production: central kitchen planning, tray Bardana, dispatch
* Finance: daily P&L snapshot, clean books, audit-ready
* ERPCRM: RFM segments, re-engagement, wallets, occasion campaigns

Micro CTA: Watch the 5-minute decisions demo

4) Competitor Contrast (short, surgical)

Title: Many tools give convenience. RanceLab gives control. Convenience feels good today. Control pays forever.

* Most POS and generic ERPs: built for broad retail or restaurants, mithai flows feel adjusted.
* Disjointed tools: POS plus inventory app plus CRM plus accounting plus WhatsApp
* Looks cheap monthly, add-ons and custom work pile up, the subscription never ends.

RanceLab: purpose-built for mithai, one system, one source of truth, clear TCO with a one-time lifetime license option

5) Screens that Matter (make it tangible)

Three tiles with captions:

* “Today in 5 minutes” dashboard: cash, sales, stock alerts, top sellers, red flags
* “Recipe to Rupee” screen: batch plan, yield, wastage, real cost per kg.
* “Customers that return” view: segments, offers, results, auto re-engagement

6) Social Proof that Feels Local

Logos, city tags, 2-3 short quotes with numbers:

* “Saved ₹4.8L a month by fixing dead stock and recipe leakage”
* “Opened outlet 6 without adding managers”
* “Repeat sales up 18 percent in 90 days”

7) Objection Handling Wall

“Sounds complex.” We implement with SOPs, not jargon. Go live by process, not panic.  
“Migration will hurt.” Staged rollout, clean masters, test/demo runs, parallel run.  
“Team won’t adopt.” Role-based screens, Hindi training, checklists, and manager scorecards.  
“Price?” Clear TCO with a one-time lifetime license. Faster payback, less tool tax.  
“Support?” 24x7 mission-critical support with a dedicated account manager who knows your chain.

8) ROI and TCO Snapshot

Small calculator or exemplar card:

* Leak fixes, wastage control, and re-engaged customers
* Payback window example with real numbers.

Copy line: Convenience feels good today. Control pays forever.

9) How We Work (reduce fear)

3 steps with one sentence each:

1. Diagnose: current tools, leak map, readiness.
2. Implement: masters, recipes, approvals, pilot.
3. Scale: outlets, forecasting, dashboards that think.

10) Final Close

Big line: Build a business that runs without you and grows with you  
Primary CTA: Experience the Transform  
Secondary: See how calm looks.  
Safety net: Talk to an owner like you

Notes to Design

* Keep the hero minimal, strong headline, proof chips, two CTAs
* Use real screenshots, no mock fluff
* Competitor block as a tight two-column “Most stacks vs RanceLab”
* Objection wall in accordions
* End with a human close and an easy path to talk to a real person