BrandMark User Manual

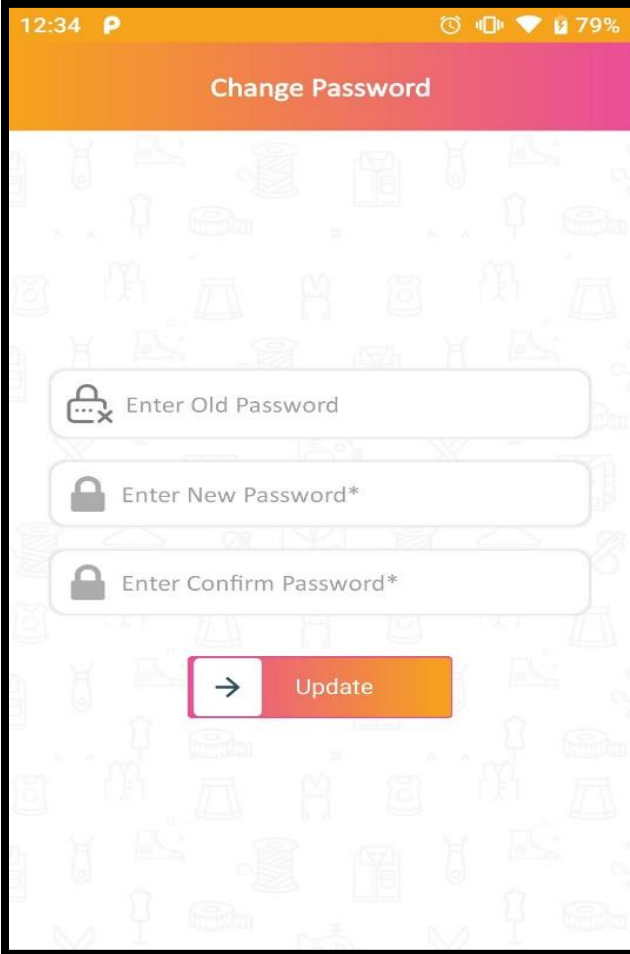**Application Login – First Step**

Login Screen

User ID: Enter User ID

Password: Enter Default Password 123

- User ID would be your **Mobile Number** with Default password **123.**

Change Password

- After the User logs in with the Default password, Option to change the password would appear, User must update a New password to proceed further

Use Case of BrandMark App
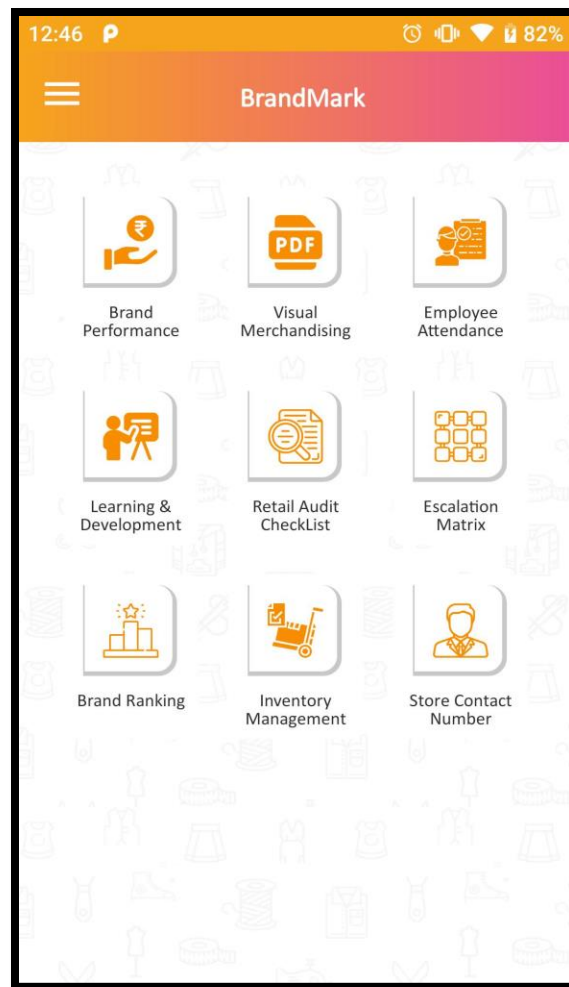
Following menu options would be displayed on the home screen once the user logs in:

- ➢ Brand Performance
- ➢ Visual Merchandising
- ➢ Employee Attendance
- ➢ Learning & Development
- ➢ Retail Audit Checklist
- ➢ Escalation Matrix
- ➢ Brand Ranking
- ➢ Inventory Management
- ➢ Store Management Contact Numbers

Brand Sales Performance – 1ˢᵗ Use case
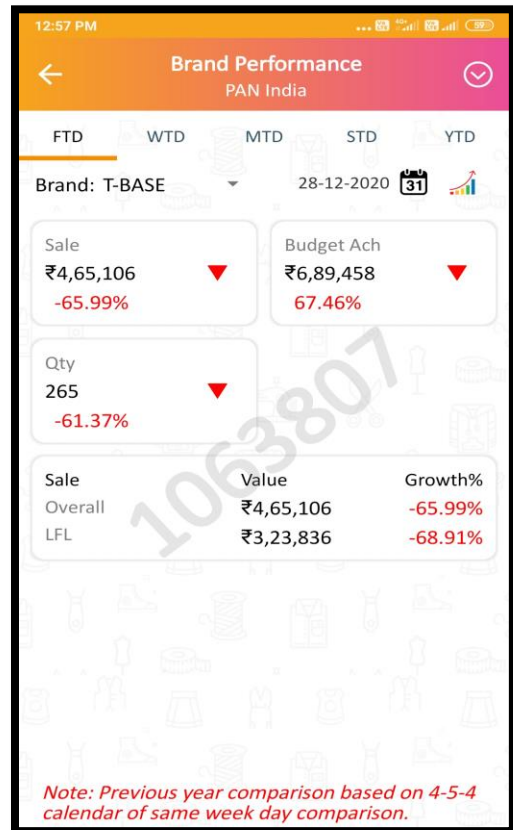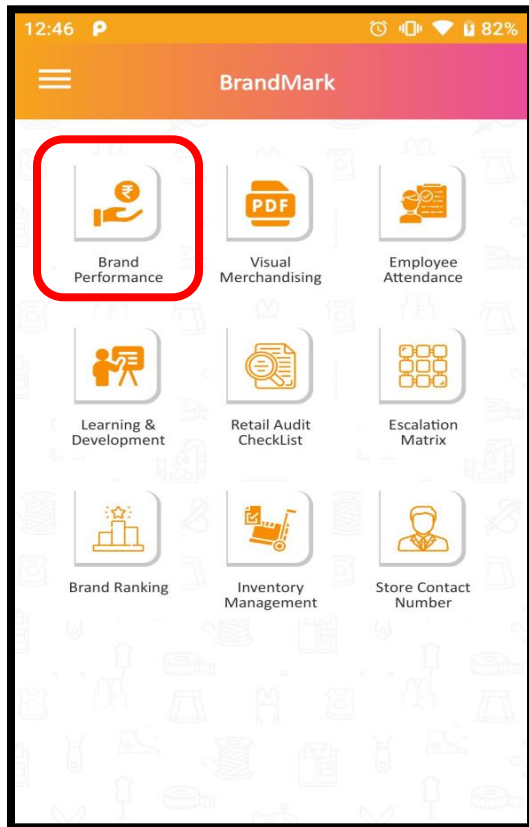
On clicking Brand performance icon, the next screen on the right would be visible; The screen would display the following data at Pan India Level for the Brand

- Brand Name
- Sale Value
- Budget achievement
- Qty Sold
- Growth

Sales Value and Growth can be viewed at Overall and LFL level

The above data can also be viewed for at:
- FTD For the Day (Yesterday)
- WTD – Week till date
- MTD – Month till date
- STD – Season till date
- YTD – Year till date

The user needs to swipe the screen towards his left to view the above data

Data calendar – Clicking on the calendar on the top right screen enables the user to select any date

Filter down Button – Clicking on the Topmost Filter button on the right enables the user to view Sales information at Region / State / Store level.

Brand Sales Performance- Drill Down up to Store level

On selecting Region, Brand performance at region level would be visible which would display Sales Value and Budget achivement . If a particular region is selected the user can view
-   Sale Value
-   Budget achievement
-   Qty Sold
-   Growth

Sales Value and Growth can be viewed at Overall and LFL level
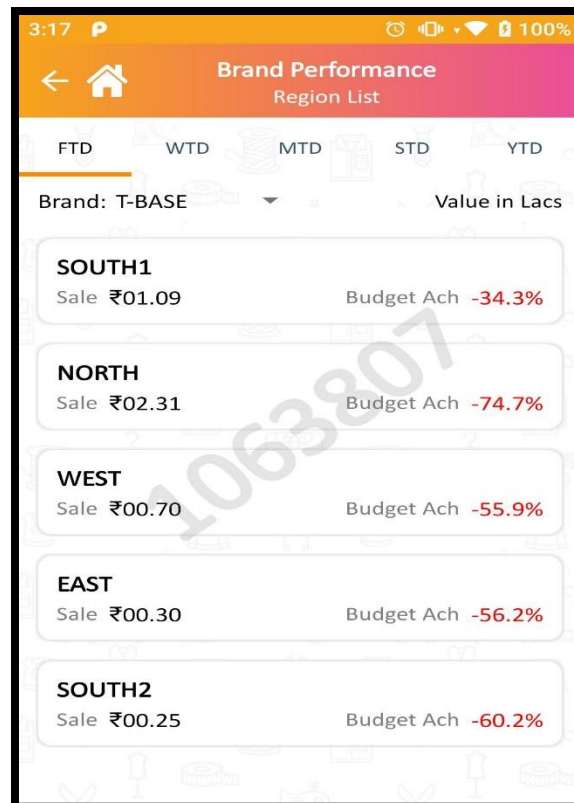
The above data can also be viewed for at:
- FTD For the Day (Yesterday)
- WTD – Week till date
- MTD – Month till date
- STD – Season till date
- YTD – Year till date

The user needs to swipe the screen towards his left to view the above data

Region to State Level Filter

On the Region main page, the user can filter the same at State level as showcased below in case of South, the above process to follow in case to drill down further to view the performance.

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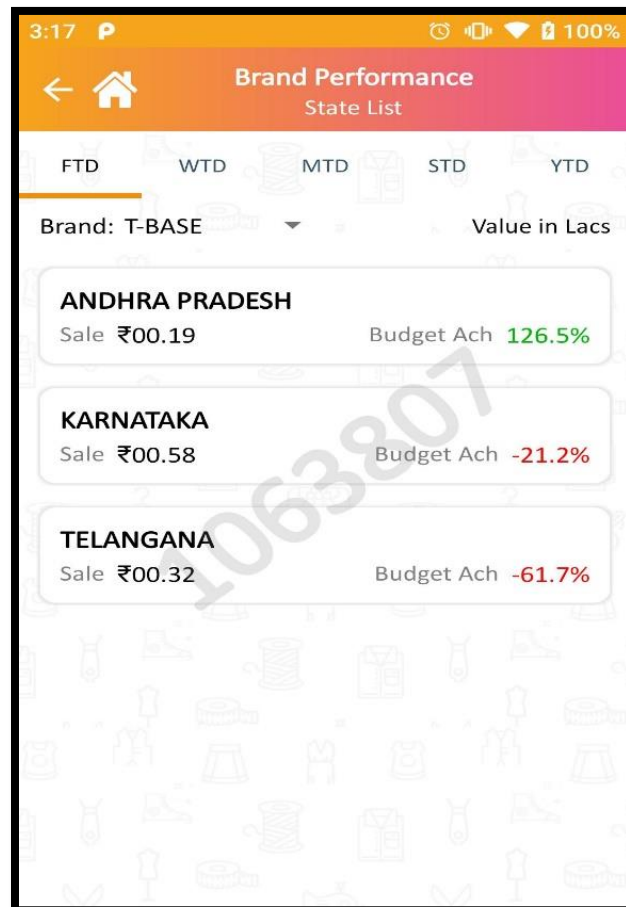
State to Store Level Filter

On the State main page, the user can filter the same at Store level for that particular state as showcased below in case of South, the above process to follow in case to drill down further to view the performance.

The below Store level representation for Andra Pradesh :

Sales Performance with Graphical Representation

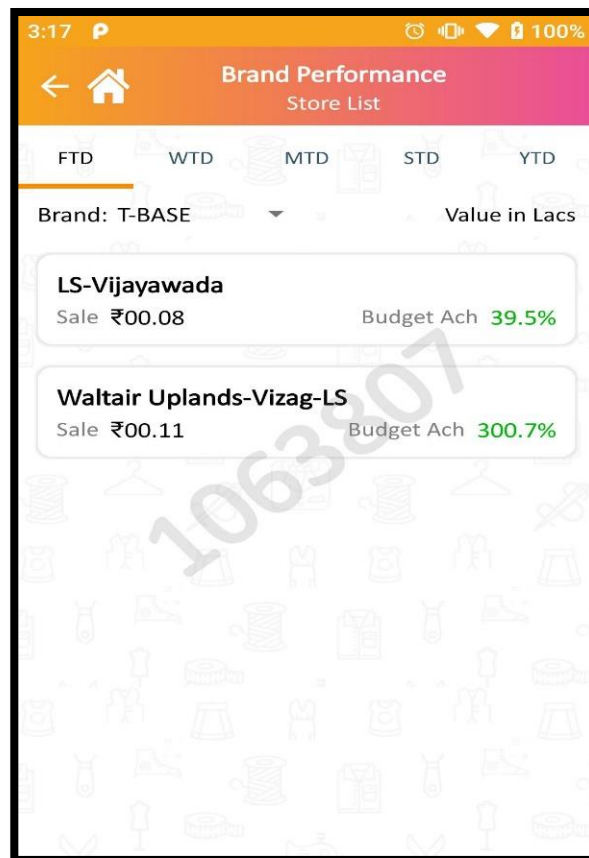Once the user clicks on the graph icon on the top right, graphical chart representation of Sales performance would be showcased as shown in the below graph
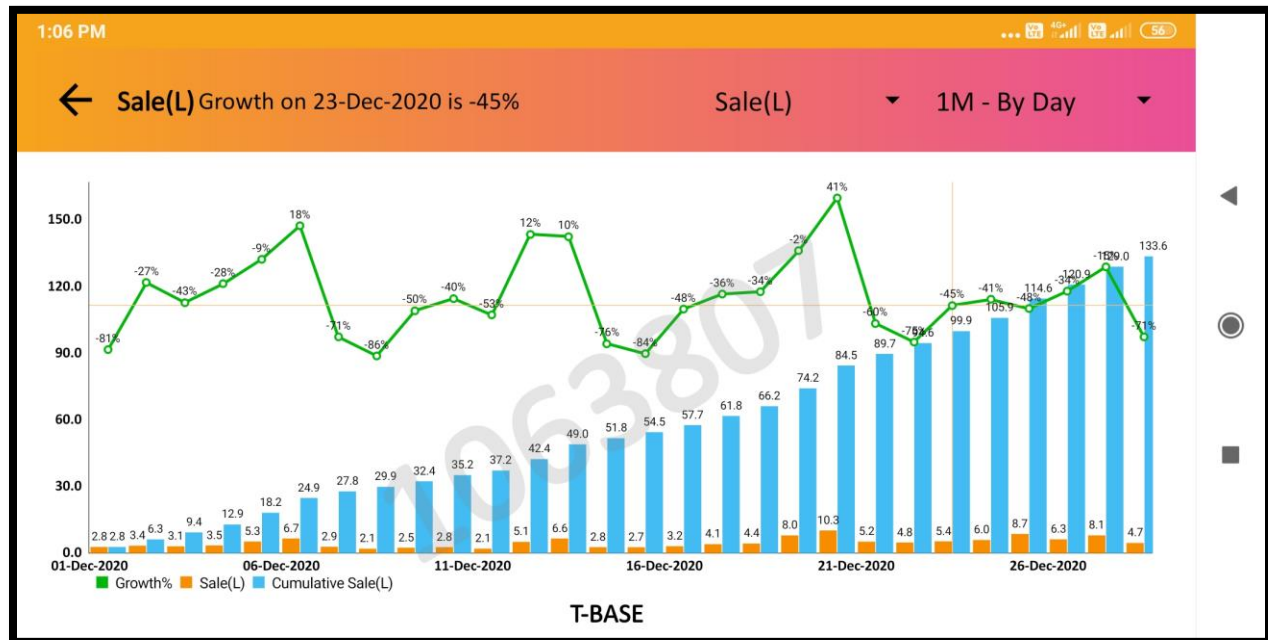
The graph would showcase the following parameters

- Growth – Trend line
- Orange Bar – Showcasing sale
- Blue Bar – Showcasing Cumulative sales

Once the user touches a particular Bar/Line graph, Values would be visible on the Header

Each Graph is having elaborated Granular representation as stated below.

- Sales Value / Growth / Qty graph representation
- 1Month(1M)- By Day / 1Quater(1Q)-By Week /1Half Year(1H)-By Week / 1Year(1Y)-By month

Visual Merchandising – 2nd Use case
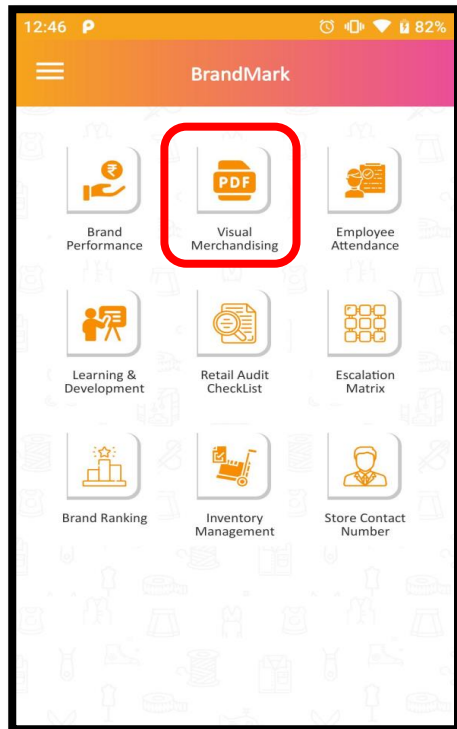
Second use case is Visual Merchandising, on clicking the icon new screen with Planogram would be visible

Process Flow

- The user would upload the Planogram in the App in pdf pr jpeg format
- In the Place holder, the user can select the Concept / Brand / Season and Hit
- The planogram would be synced and be visible in Lifestyle Internal App to the Authorised user.
- Visibility of the Planogram to the end user would be Concept / Brand / Season and Hit wise
- The Business team would click the images for their respective section as per planogram shared by the brand after selecting the respective Concept / Brand / Season / Hit. These Pictures would be visible in the User App, the user can view the images at Store level.

Uploading a Planogram

Step 1
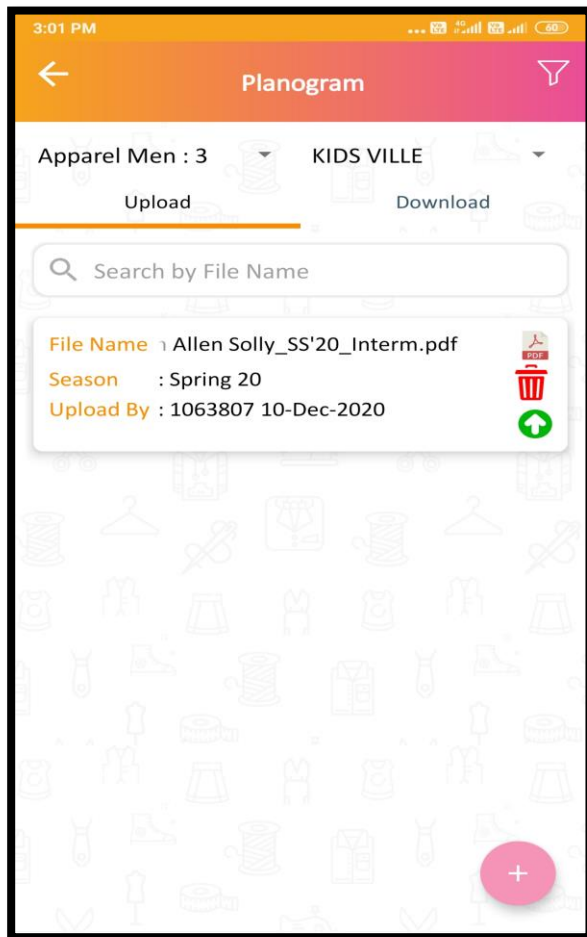
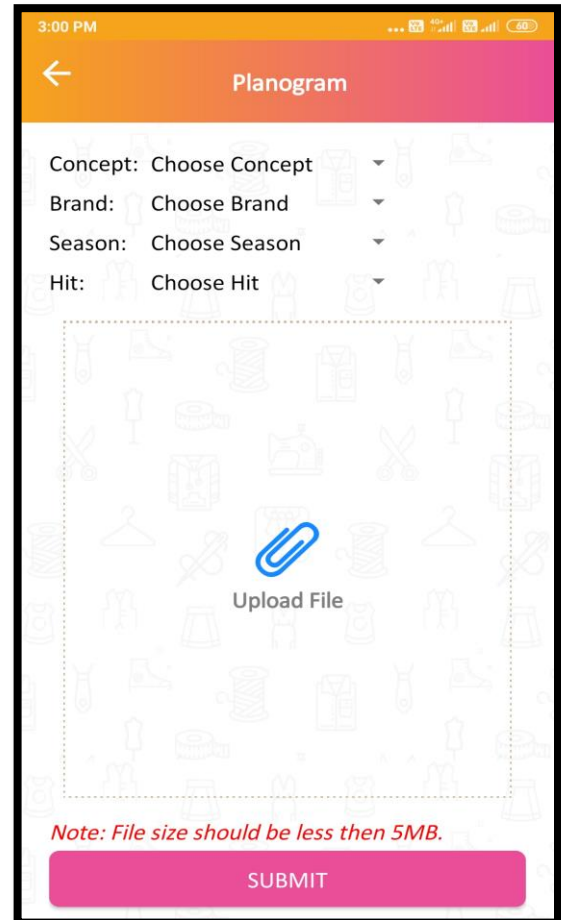

Step 2


- User to select Concept / Brand for updation of their brand planograms

- User to click on the + sign icon to initiate further process

 - User to fill the Concept / Brand / Season / Hit details to initiate next step - On submitting all the above details, user to upload the planogram in the required format of PDF/JPEG.

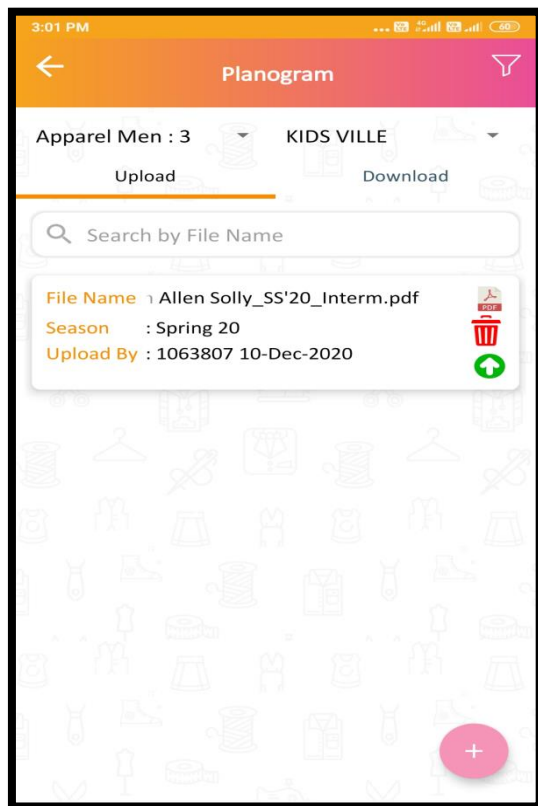- Post the file is being uploaded, user to submit the same

STEP 3

Planogram-View/Download Planogram
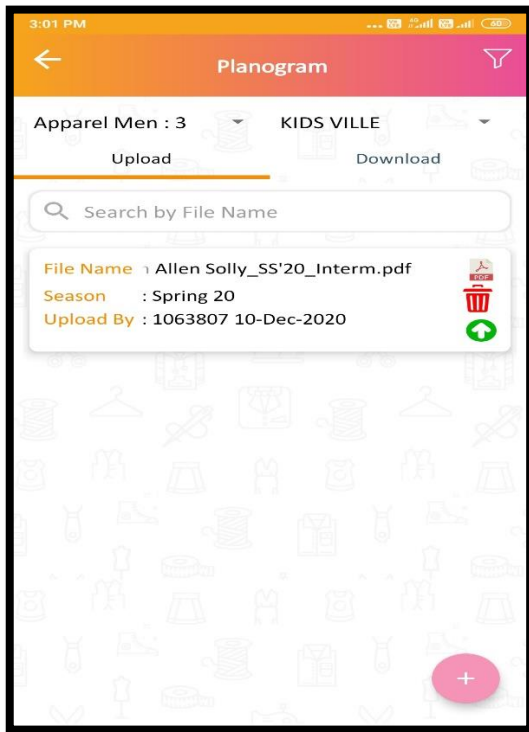
- Planogram details would be visible in the mail screen which can be viewed or downloaded at given point of time.
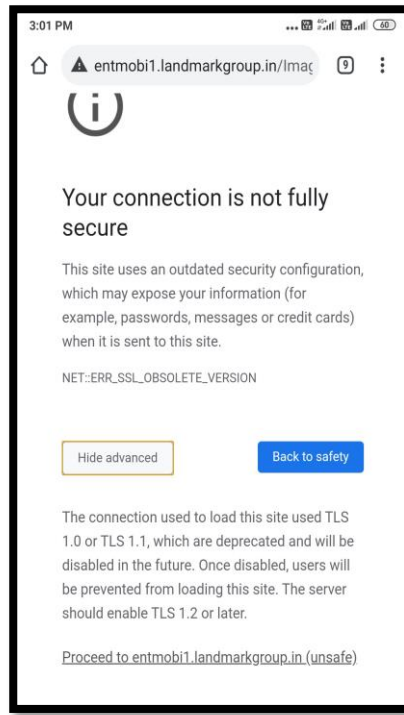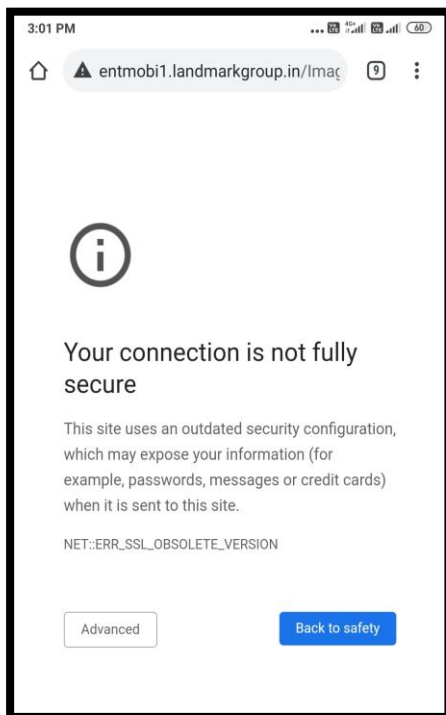
- This is a one-time process Planograms will be downloaded via the browser
- Frist time users to click on the advance tab icon
- To proceed further, user to click on proceed to **entmobi1.landmarkgroup.in** link which would enable downloading of planogram

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3:01 PM

⌂ 🔒 entmobi1.landmarkgroup.in/Imag

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Your connection is not fully secure

This site uses an outdated security configuration, which may expose your information (for example, passwords, messages or credit cards) when it is sent to this site.

NET::ERR_SSL_OBSOLETE_VERSION

Advanced   Back to safety

3:01 PM

⌂ 🔒 entmobi1.landmarkgroup.in/Imag

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Your connection is not fully secure

This site uses an outdated security configuration, which may expose your information (for example, passwords, messages or credit cards) when it is sent to this site.

NET::ERR_SSL_OBSOLETE_VERSION

Hide advanced   Back to safety

The connection used to load this site used TLS 1.0 or TLS 1.1, which are deprecated and will be disabled in the future. Once disabled, users will be prevented from loading this site. The server should enable TLS 1.2 or later.

Proceed to entmobi1.landmarkgroup.in (unsafe)

**Planogram – Viewing Weekly Images**

Once the Store team uploads the weekly images as a process, the user can see the images under the download tab. On further drill down for a particular planogram, images for only those planograms which stores have uploaded would be visible
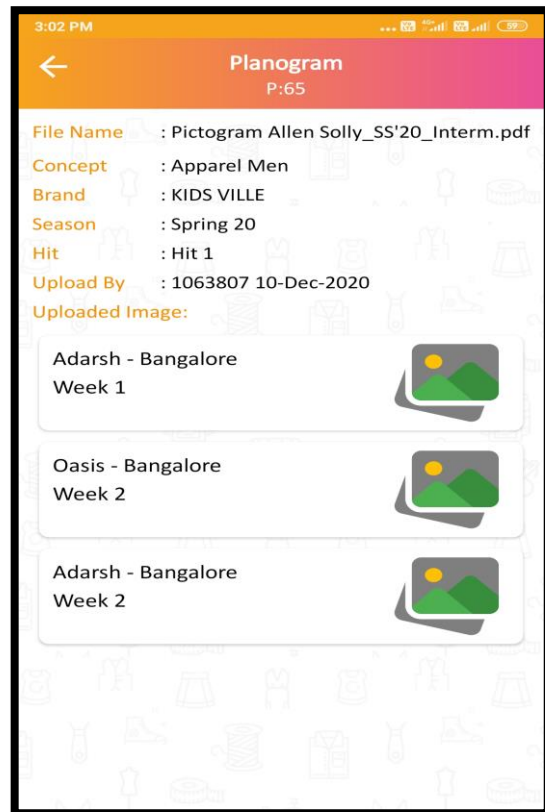
Weekly pictures can be viewed at Store level once the Store photo icon is clicked.

Images would be visible with the Time stamp.

Employee Attendance – 3rd Use Case
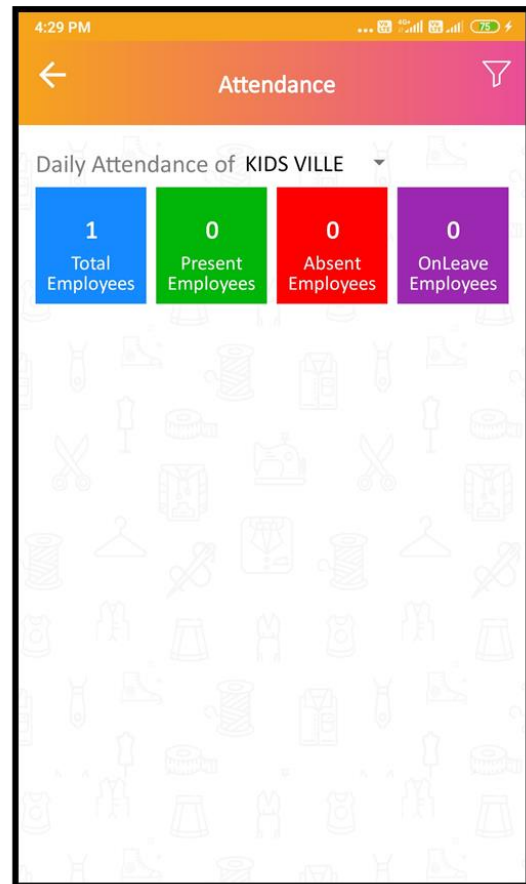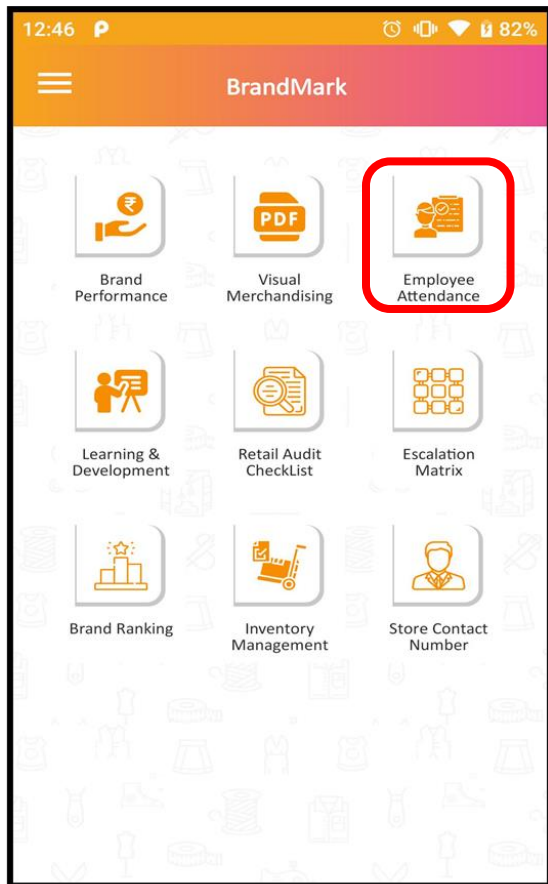
Once the user clicks on the Employee attendance, User can view the attendance data, employee wise for the respective Brand.
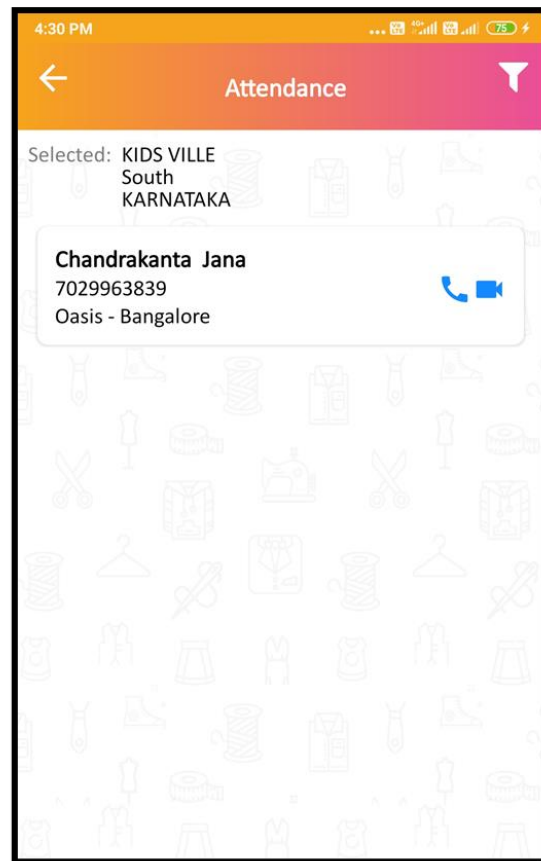
User can view the No of Total No of Employees / Present Employees / Absent Employees and Employees on Leave for that day.

To view more details user can click on the Total Employees button to view complete staff details for their Brand
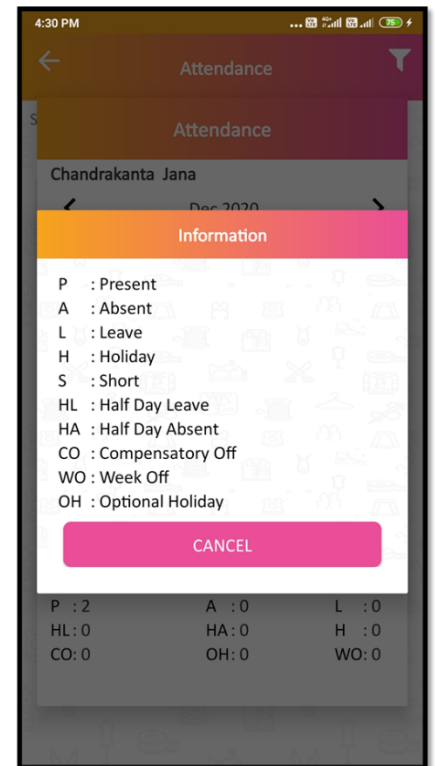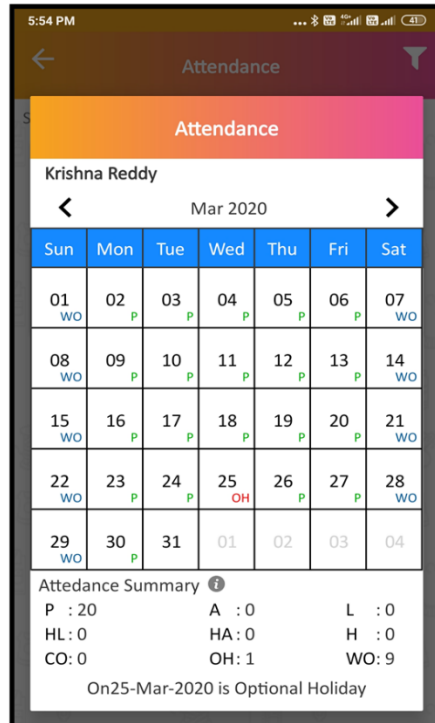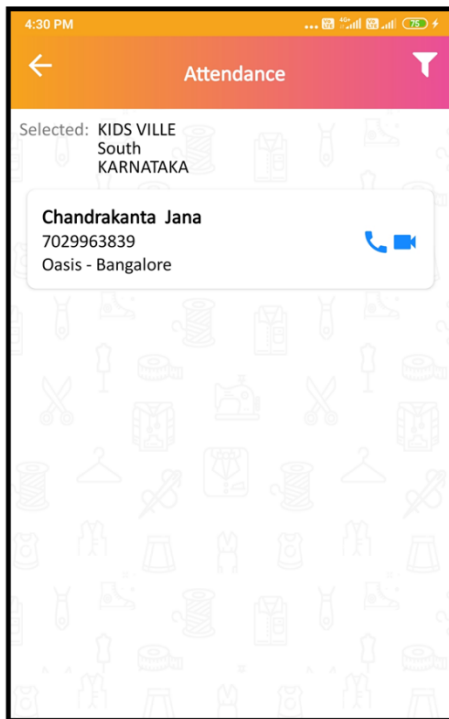
Employee Attendance View
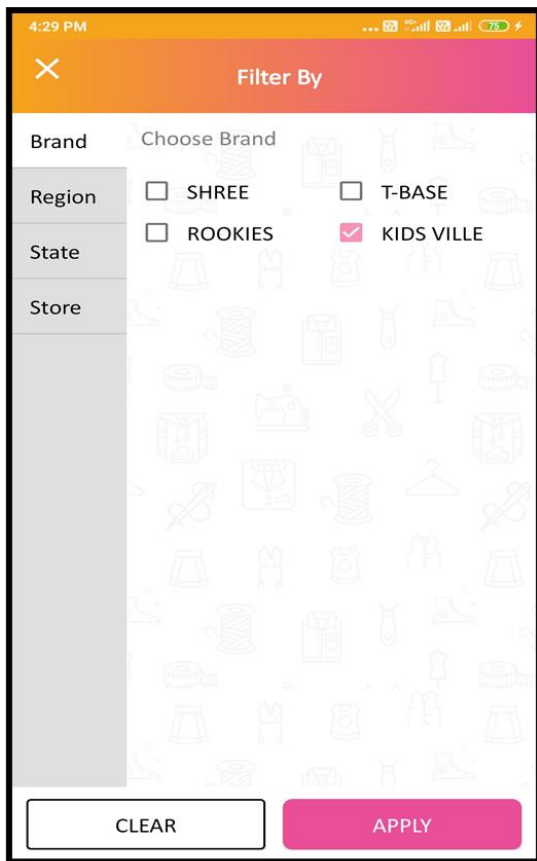
User can filter the employee data based on for their respective Brand at Region, state, and store level

- This would showcase all the relevant details of the staff

- User can make call to the respective Staff by clicking on the CALL ICON button.

- Video calls can also be done by clicking on Video call icon.

Employee Attendance View

Once the Staff name is visible, user can click on the staff name to view his Monthly attendance which would give update on all the relevant details related to attendance as showcased above.

Learning & Development -4ᵗʰ Use Case
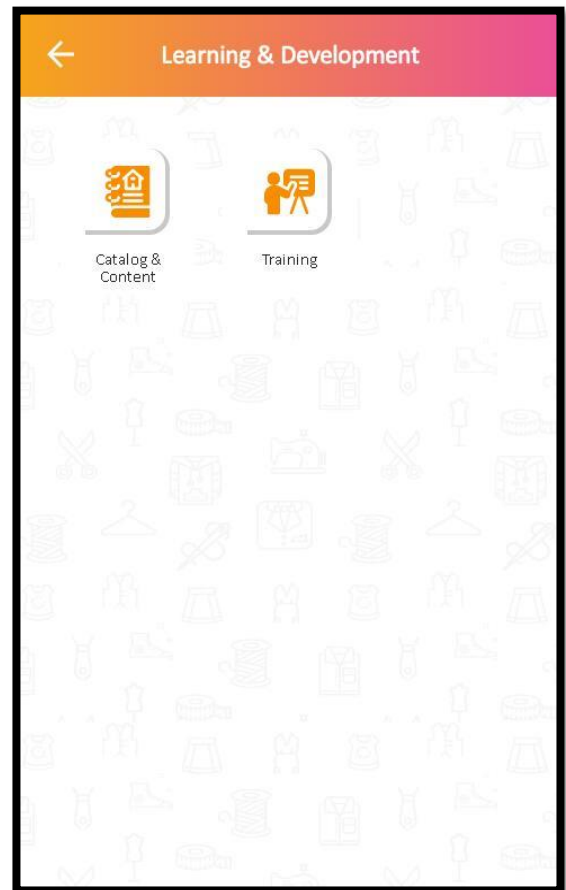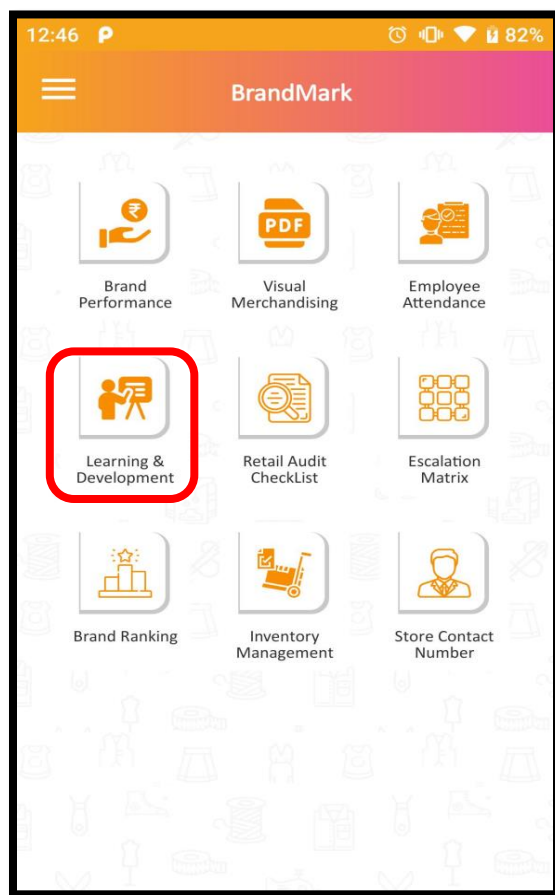
- Fourth use case is Learning, and development which can be filtered down to Catalog & Content for the brand.
- The User can upload the Season catalogue for his brand, user can also upload training content or season
- The usage of this function is similar to the planogram process which is stated earlier