



# Electroland System Documentation

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Welcome to the comprehensive system documentation for Electroland, an integrated, multi-level business management platform. This presentation

outlines the architecture, functionalities, and operational logic that streamline our electronics retail operations.

# Introduction to Electroland

Electroland is designed to connect the central Owner with multiple branches, partner companies, a distributed sales force, and our valued customers. It serves as a unified, centralised ecosystem for key business functions, ensuring high levels of efficiency and transparency.



## Product Management

Centralised control over product listings and pricing.



## Sales & Tracking

Real-time monitoring of sales performance and commissions.



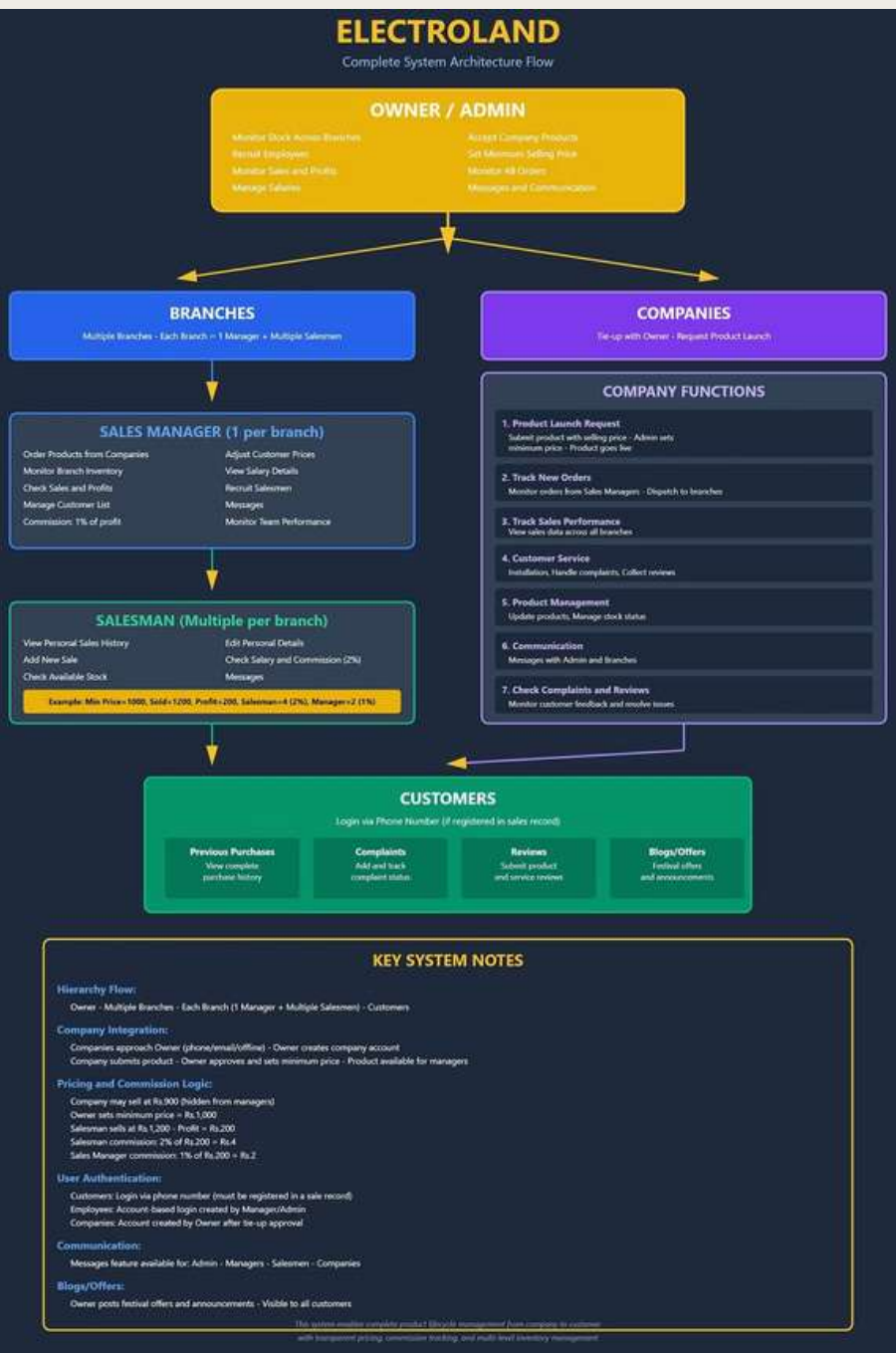
## Inventory Control

Streamlined inventory ordering and stock level oversight across all branches.



## Customer Relationship

Managing customer post-purchase activities, feedback, and support.



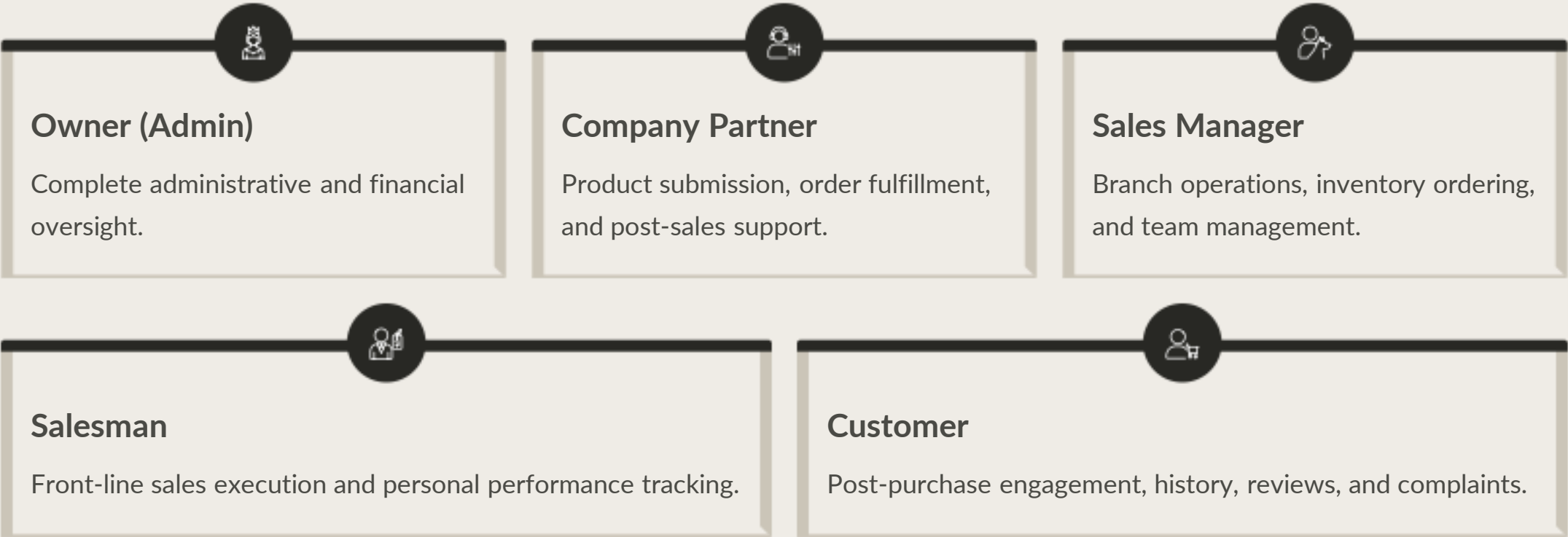
# High-Level System Overview

The Electroland system facilitates a structured flow of products , orders, and information across all key entities. This visual representation illustrates the core interactions within our platform.

The overall workflow starts with **Companies** partnering with the **Owner** and ends with **Customers** engaging in post-purchase feedback and support. Each role has a dedicated dashboard to efficiently manage their specific tasks.

# Core User Roles and Functionalities

The system is segmented into five distinct user roles , each with tailored permissions to ensure security and efficiency. Understanding these roles is crucial for effective system operation.



# Owner (Admin) Responsibilities

The Owner manages the strategic direction and controls the core business functions from the Admin Dashboard, ensuring standardisation and profitability across the entire retail chain.

## Product & Partnership Management

- Approves tie-up requests and manages partner accounts.
- Accepts new product launch requests from companies. Sets the non-negotiable minimum selling price (MSP) for all products.
- Maintains the active product list for all branches.

## Financial & Communication

- Oversees employee salary distribution. Monitors and approves inventory orders from Managers. Communicates directly with Managers and Companies via messaging.
- Publishes offers and announcements (Blogs) for customers.



## Branch & Employee Oversight

- Monitors real-time stock levels and inventory across all branches.
- Manages and recruits employees, including Sales Managers.
- Tracks overall sales performance and consolidated profit margins.



# Partner Company Lifecycle Management

Partner companies utilise the Electroland system to manage their products from submission to post-sale support ,ensuring a seamless experience for both the business and the customer.



## Product Submission

Submitting new products for the Owner's approval and price setting.



## Order Fulfillment

Tracking new inventory orders from Sales Managers and managing shipments to branches.



## Post-Sale Services

Providing direct services such as product installation to the customer.



## Feedback Loop

Collecting customer reviews and addressing product-related complaints.



# Branch Management and Sales Operations

The Sales Manager and Sales man roles are critical for daily branch operations , inventory flow , and direct customer engagement. Their system functionalities are performance-driven and focused on sales margin.



## Sales Manager Focus

**Branch Oversight:** Monitors branch-exclusive sales, inventory, and profits.

**Team Management:** Recruits Salesmen and views team commission details.

**Pricing Authority:** Can adjust customer prices above the Owner's minimum selling price (MSP).



## Salesman Focus

**Sales Execution:** Records new sales and checks in-branch stock availability instantly.

**Performance:** Views a personal dashboard of completed sales and earned commissions.

**Self-Service:** Edits personal profile and banking details within the system.

# Customer Post-Purchase Engagement

The Customer role facilitates post-purchase activities , turning a single transaction into an ongoing relationship through feedback mechanisms and direct access to their purchase history.

## Access & History

Customers log in using their recorded phone number to view a complete record of all their previous purchases across any branch.

## Reviews & Complaints

The system allows easy submission and tracking of product/service reviews and complaints, ensuring accountability from the Company Partners.

## Promotional Engagement

Customers can view "Blogs" 3 announcements published by the Owner, detailing new offers, festival deals, and other promotional content.





# Transparent Profit Share and Commission Logic

TheElectroland system uses a clear, performance-based commission structure . It incentivizes the sales team to maximise profit margins above the minimum price set by the Owner.

**Profit = (Actual Selling Price) - (Owner's Minimum Price)**

**2%**

**Salesman's Commission**

Earned from the total profit generated on their sale.

**1%**

**Sales Manager's Commission**

Earned from the total profit generated by their branch's sales.

❏ **Example:** If the MSP is \$1000 and the product sells for \$1200, the profit is \$200. The Salesman earns \$4 (2% of \$200) and the Manager earns \$2 (1% of \$200).

# General Feature: Universal Messaging

The Electroland system includes a robust , built-in messaging feature designed to foster direct and efficient communication across all business levels.

## Direct Communication

Facilitates quick, formal, and secure communication channels between different user roles.

## Roles Included

The feature is accessible to the Owner, Company Partners, Sales Managers, and Salesmen.

## Enhanced Efficiency

Reduces reliance on external tools (phone/email) for intra-system communication related to orders, approvals, and support queries.

