A Case of POS Bespoke Software from Magora Developers

Wednesday 13 April, 2016

As last year drew to a close, Magora marked its completion by finishing a major project. To preserve client confidentiality, we are not yet revealing the software's name, but we are proud to be able to share its story nonetheless. This program is a point-of-sale, bespoke software requested by one of our customers from the UK. He was puzzled by the situation in his native country, Nigeria, where the necessary equipment for stores is lacking, and so he tasked us with a program that addresses the needs of small businesses specifically. This program solves the main problems that store owners face, functioning as a point of sale terminal, doing inventory and creating analytical reports. It is an important tool for the successful running of a business, because it allows users to sell, accept payments, keep track of stocks and discounts, create a regular client base and escape the general disorder so many encounter in the day-to-day operations of a store. We have already been watching the impact this software makes helping Nigerian retail merchants to run small businesses efficiently for some months now.

Keeping Stores on the Right Track

Once, two businessmen approached Magora. They been tossing around an idea for about five years, and they had finally resolved to see it take shape. These two told us all about how lives of entrepreneurs in their homeland weren't quite on easy street, especially running businesses. So many stores had no access to the elementary hardware we often take for granted in this day and age, operating without point-of-sale terminals and having to manually do inventory. Naturally, this means it's quite difficult for them to conduct and grow their business. Our customers were determined to help them, and they asked us to create software that would completely automate fundamental processes, such as:

- Accounting
- Inventory
- Discounts

One crucial aspect of the program was the ability to access the software both online and offline, so there would be no dependency on strong Internet connections. Six Magora developers collaborated closely and laboured for several months to ensure that this POS bespoke software would form a new reality for our Nigerian customers.

On the bespoke software development process our engineers had three targets in mind: point of sale, inventory and analysis. The program automates sales and reduces human error to a minimum. The software allows users to manage not only sales, but the entire retail outlet. It can be installed on a variety of devices so that you can always be aware of the situation in the store. That means a real-time understanding of how many and which goods have been sold. What's more, the software puts out analytical reports to detail the trends that matter and a wealth of data about what the most popular goods are, what days are best for sales and what the condition of each shop is. The owner can always keeps abreast of the state of things, even when he's outside the office.

As the point-of-sale, it accepts cash and online payments. All commercial information is saved to avoid loss due to instability of the internet connection and is synchronized as soon as the network is restored.

Easy Accounting with Magora Bespoke Software

In addition to reviewing data, users can take advantage of the notification system on their dashboard to track critical information. These alerts let you know when important events are happening. You will never miss out on sale opportunities or lose sight of problems.

Through the software, you can collect data on regular customers and set up discount and loyalty programs for them, connecting other users with certain features (sales reps, shop managers and other assistants). An important feature of this software is its ability to manage an entire network of stores across multiple locations.

Small businesses invest a lot of time on inventory. Our customers wanted to rid owners of the burden they faced in manually monitoring their stores. Our program automates this process, as a powerful bookkeeping tool. Now it is easy for owners to keep track of what's in stock at each outlet and spent their time on other components of their enterprises.

Our software helps users to maintain control over their businesses, operating one or several stores. It's

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easy both to use and to install.

This software is bound to be a great success in Nigeria, with forecasted savings totalling $1,050,000, as well as predicted increases in inventory management efficiency and sales by an average of 30% and 20%, respectively.

Magora exists to make your business more promising and more profitable by means of our bespoke software. We create value for our customers, and our app developers for hire are always ready to work for you.

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