



# INDUSTRY CHALLENGES & OPPORTUNITIES IN DIGITAL TRANSFORMATION

---

SOLUTION-BASED EBOOK

Powered by  
**BIZON365**

Developed by  
**SUFALAM TECHNOLOGIES PVT. LTD**



## ABOUT THE COMPANY

Sufalam Technologies is a renowned digital transformation solutions provider based in Ahmadabad, Gujarat. We are an IT solution provider specializing in web applications development, iOS and Android apps, 2D and 3D gaming, and also customized products and software development.

By providing comprehensive digital transformation services, enterprise mobility solutions, offshore product development services, and cloud-based solutions, Sufalam Technologies have helped more than 600+ clients across the globe in delivering relevant business services according to the complex needs of the end-consumers. At Sufalam, we continuously study the latest trends, adapt to new solutions and use the most modern technology available.

**CONNECT NOW**





## **BIZON365 THE ULTIMATE SOLUTION FOR B2B SECTOR**

**BizOn365 is launched & managed by digital transformation company Sufalam Technologies Private Limited, which has more than 10 years of industry experience in building digital transformation products & solutions.**

BizOn365 Platform is designed to cater to brands, manufacturers, distributors, wholesalers, importers, and retailers. Today any business having large SKUs or serving a wide variety of clients or geography requires an online platform to streamline its operations. The application provides a one-stop solution to manage orders, customers, inventories, and the performance of the sales team & dealers/distributors. It provides a unique experience to the end customers with a custom branded application.

**[LEARN MORE](#)**



## BIZON365

Discussion on industry challenges & opportunities  
in

## DIGITAL TRANSFORMATION

**Ashfaq  
Calcuttawala**  
Mountain Monk Consulting



**Anil  
Jetwani**  
Navin Electronics



**Preyas  
Panchal**  
Zivar Jewellery



**Mitesh  
Shah**  
Harsh Agency



**Aliasgar  
Hajoori**  
Hajoori Beverages (Sosyo)



**Pranav Thakker**  
CEO, Sufalam Technologies  
**HOST**



## EXPERT LEADERSHIP WITH RICH EXPERIENCE IN IT INDUSTRY



**PRANAV THAKKER**  
CEO

Sufalam Technologies is the brainchild of Mr. Pranav Thakker who has remarkable experience in the IT industry. After completing his Masters in Computer Applications, Pranav worked with leading MNCs & IT firms in India on dynamic IT projects and solutions. Following his deep interest in the computer & IT field and identifying the growing need for a comprehensive IT solutions firm, Pranav launched Sufalam Technologies as a web app development company and transformed into a one-stop digital transformation services firm catering to the dynamic IT requirements in the global business landscape. His passion for technology and dedication have helped Sufalam Tech be recognized as a trustworthy Software Development Company in industry.

**[CONNECT HIM](#)**



Ashfaq Calcuttawala has been serving the MSME industry as a business consultant for the last many years.

## **ASHFAQ CALCUTTAWALA**

Owner, Mountain Monk Consultancy

### **1. As a business consultant, what are the perceptions and myths of MSMEs regarding digital transformation?**

Everyone likes change but nobody wants to change. The same is with technology acceptance. Entrepreneurs are worried about failure rather than success. Miniscule hurdles take them to where they had started. For example: though a developer has built excellent software with several benefitting features, problems arise when the user is stuck on how to efficiently operate it. This charges them towards failure which makes them demotivated.

---

## **2. Is there a skilled team required to manage overall business procedures? What is the general perception of business owners for investment in hiring skilled and educated professionals?**

Rather than looking for skilled hires, a company's main focus should lie in institutionalizing the company itself. The biggest challenge is the founder. For the very first time, he is charging into uncharted territory which can be very overwhelming. The challenge is the backward mindset. You should hire someone who understands your company's goals and has a good communication model for effective management.

## **3. Any small business' biggest issue is lack of resources. How do you think the current technological scenario helps in benefiting their cause?**

Technology is proven to overcome several hurdles. For any company to experience digital transformation, they do not need a set of skilled manpower, rather a stack of technology. They need a two-part technology, that is, automated machines- which could automate the business processes, and another, an ERP solution. If technology is used in the right way, it can increase the productivity and efficiency of any business big or small.

---

#### **4. Automation of business processes is the need of time. As a consultant, how do you convince management? What things worried them the most?**

Any digital transformation requires patience. In order to achieve greater success, one has to value the smaller wins. For any business that comes to us for consultations, we do not hurry them towards an ERP solution, rather we start off by suggesting them to start excel sheets. Slowly they experience a de facto change in their process. Now we suggest that they go for an ERP software because now they know, it has to benefit them.





Anil Jetwani is the owner of Navin electronics, one of the largest store chains of electronic appliances in south Gujarat.

## **ANIL JETWANI**

Owner, Navin Electronics

### **1. What are the post-pandemic challenges and opportunities that businesses are now facing?**

The pre-covid business scenario was quite different. Major businesses were operating traditionally with very limited technology integration. The post-pandemic era has made businesses digital-first with infinite opportunities. Our vision that we saw for the year 2025, we are now able to achieve it in 2022. All thanks to technology. Our every process has been digitalized with fewer errors and more sales.

### **2. You have multiple retail outlets in the South Gujarat region. How do you manage multiple warehouses and keep a track of product availability in each storehouse?**

A very short answer would be with the help of technology. Earlier, our processes were 80% manpower dependent and just 20% technology dependent. But since the pandemic, we have completely changed our business processes.

With the digital shift, we are now 80% technology and 20% manpower. Within 6 months we were able to transform our data into ERP software, since then we are doing business worry-free. Due to the software, our sales from the funnel to conversions, logistics, and management, every process was digitized.

### **3. According to you, what are other digital transformation processes that can be added to your business for better opportunities?**

Our digital shift was an internal process. The digital transformation model that we opted for was strictly made for our internal management convenience. Now we plan to take the digital transformation for the satisfaction of our end customers. We plan to utilize newer technologies so that our customers achieve a greater sense of trust with us.

### **3. What will you suggest to other business owners, especially MSMEs for scaling in the future?**

Every MSME has to evolve using technology. Make sure your business model is clear from the beginning. Do not just stick to traditional, rather unlock digital opportunities. MSME retailers have to transform themselves into tech retailers.





Preyas Panchal is a co-founder & managing partner of Zivar.in, a premium online jewelry store based in Surat, Gujarat.

## **PREYAS PANCHAL**

Co-founder, Zivar.in

### **1. Zivar is an offline store as well as an online shopping store. How do you manage both the shops by managing the inventory and checking the product availability?**

When Zivar was only run as a traditional store it had an asset-heavy business but now as we shift to digital business transformation, ours is now an asset-light business. We conduct our business at 80% sales via online channel and the rest 20% sales via the traditional store visit. Our inventory management is quite simple. We are majorly dependent on Google Analytics for our business reports. According to Google Analytics, we check our website traffic and figure out where our customers are landing on the website. Based on the demographics, interests, and locations, we finalize what all products go on the website and keep track of every product. Compared to the website, we have just 1/4th of the products available in our physical store.

### **2. As a premiere jewelry E-shop, how do you plan to scale your business?**

It has been 5 years since our brand's inception. In the beginning, we only catered to Indian clients. Now we proudly boast a clientele that surpasses 77 countries. With the help of technology, we are able to deliver products in the USA as well. We are able to localize in foreign countries with no language barrier and strong communications.

### **3. How do you put your various business processes into automation? Can you give a few examples of process automation in your business?**

We cannot excel without technology. Our every process, from CAD jewelry designing to the diamond quality investigation process, everything is digitalized. We instigate a tech-first approach in every manufacturing process.

### **3. How important is it for new entrants to focus on the digitization of the business from the very beginning?**

The first thing that should be considered is the standardization of products. Your services must have a distinct quality that is better than your competitors. Do not just stay within India, rather plan to scale outwards through an authentic logistic partner. Automate your data and create products based on customer likings and needs. Generate real-time analytics of your sales and integrate APIs into your processes. For the convenience of your customers, integrate Payment Gateways and smoothen the delivery processes.

---





Mitesh Shah is an owner of H J Enterprise that deals in trading, supplying, manufacturing, & exporting industry tools.

## **MITESH SHAH**

Owner, H J Enterprise

**1. How do you think your online presence has enabled you to create better brand awareness? Is your online presence helping you gain better and eligible leads?**

Yes, definitely digital sales have generated better revenue. 40% of our sales are from the digital channel. Digital marketing has helped our case a lot.

**2. Small businesses can work and achieve greater customer satisfaction if they get to know what their clients want. They should have a tracking record of their business transactions. How important is it to keep every customer relationship process updated?**

Ours is the best example. We started with digitizing our inventory. Our management software notifies us when the stock is low. Through our software analysis, we get notified about the requirements of the products. We have entirely automated our delivery channel as well through our management software.

---

### **3. What are the biggest challenges of digital transformation of any B2B business?**

Certain businesses are still unaware of the boons of technology. They lack the knowledge about how to automate and simplify processes. Their biggest obstacle is the shortage of manpower which can be overcome with technology.

### **4. When it comes to investing in technology to transform a manual business into digital, many B2B business owners take a back seat. What advice do you want to give to them? How can they get motivated to get digitally transformed business?**

Businesses have to rely on technology. As we continue in a post-covid era, it is definitive that if your business is not online, it has no chance of survival. You have to stay ahead of the clutter and reach your potential buyers at a faster pace in order to meet the competition.

---





Aliasgar Hajoori is the Managing Director of Hajoori Beverages (Sosyo), one of the oldest cold-drink brands in India.

## **ALIASGAR HAJOORI**

MD, Hajoori Beverages (Sosyo)

### **1. You are a 4th generation entrepreneur. What changes have you observed in your business in the last 1-2 decades?**

There were a lot of changes that Sosyo experienced. The biggest of them was a drastic change in competitive prices. We experienced a digital transformation in our manufacturing processes as well. We opted for complete automation from manufacturing to delivery.

### **2. How have technical enhancements improved your selling capacity and is it been a beneficial entity in your overall business?**

Since we adopted automation in our every process, our business has benefited a lot. With the help of technology, our production quality and quantity were increased and the production time was decreased. Due to this, we were able to deliver faster. We also used data analytics in managing our sales. It is no more a gut-feeling, rather rock-hard data that shows what are our customer's needs and wants.

---

### **3. You are taking a home-grown brand global. Do you believe the biggest push was given to you by transforming your business digitally? How has this transformation worked for Sosyo?**

Yes, for us digital transformation has played a huge role. We tend to focus not only on our immediate buyers, rather we think on primary, secondary as well as tertiary buying phases. From distributors, every corner is covered. We focus on data-driven decisions and then reach customers. We have opted for a CRM solution that has benefitted us a lot.

### **4. What are your future plans to manage a large network of dealers, distributors, and retailers - locally, nationally, and internationally?**

Currently, we rely on a CRM solution for our smooth business processings. The entire manufacturing to delivery process is digitalized. Our distributors place orders on the CRM which are received by our sales team. The company then sends the orders to manufacturing plants and checks for the availability of the stocks. Then the products are dispatched to the delivery house. For an international expansion, we are 100% dependent on technology.

---



## **WANT TO TRANSFORM YOUR BUSINESS through agile IT services, Web/Mobile, AR/VR & AI Apps Development?**

We are an end-to-end digital transformation services provider having rich experience in the field of IT services & offshore product development. Initially conceptualized as a full-service web app development company, Sufalam Technologies diversified operations and began serving as a trustworthy & efficient digital transformation services partner for leading global businesses, Fortune 500 companies, startups and government agencies across the globe.

**KNOW MORE**

### **CONNECT US!**

**India**

+91 97265 02809

**Dubai**

+91 97265 02809

**Qatar**

+91 97265 02809

**USA**

+91 97265 02809