
Maximise business opportunities? *Know how.*

With funding from the European Union we helped 365wines, an Armenian wine producer, run its business more efficiently – ready to tackle the new opportunities ahead.



Wine producer, Armenia

We supported 365wines, a growing wine business, improve its accounting procedures and use resources more efficiently. With advice from an ICT consultant, the enterprise digitalised its accounts, modernised its management tools and saved employees valuable time, increasing productivity by 37%.

365wines produces and sells a wide range of fruit wines. The business has been steadily growing and exports to the EU, Russia and as far as the US and Australia now account for 70 per cent of its operations.

To comply with Armenian legislation, 365wines had to be able to provide accurate and frequently updated accounting figures. The enterprise's growth meant that manual accounting was no longer an option, as it is time-consuming and can lead to reporting discrepancies. At the same time, accurate figures and statistics would help the company understand how effectively its operations are run.



A new management information system helped 365wines better allocate their staff and resources.

After careful analysis of the business' needs, we connected the company with a local ICT consultant, Link LTD, to provide tailor-made solutions to:

- Automate order generation, distribution and routing procedures
- Produce accurate information on various aspects of the business to help with management decision-making
- Create special tools to manage levels of access and information security
- Provide maintenance services for three months following the project.

The new system helped 365wines generate appropriate tax and financial reports, increasing transparency. Furthermore, the company could use the system to manage its inventory more effectively, collect orders electronically and handle different aspects of HR management, payment tracking and time-sheets.

With the new reports, the company realised its products sold more quickly and with a higher margin in Russia. 365wines' management therefore allocated more resources and products to this market – a strategic decision that generated an additional 15 per cent turnover.

Varduhi Chilingaryan, EBRD Project Specialist, won a Best Practice Award for this project at the 2014 Gabriel Al Salem Awards for Excellence in Consulting. See www.ga-foundation.org for more information.

www.ebrd.com/knowhow

Turnover

+15%

Productivity

+37%

Reduction in paperwork

50%

Total project value

€4,926

Client contribution

€1,478