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PETS' PARADISE CASE STUDY

BRIEF DESCRIPTION

How Pets paradise used Zoho books to monitor and reconcile their transactions.

OVERVIEW

Pets' paradise, a pet grooming company, faced challenges in managing their financial transactions

efficiently. The manual bookkeeping process led to errors, delayed invoicing, and difficulty in tracking

expenses. Seeking a solution, they turned to Zoho Books, a cloud-based accounting software to address

these challenges to ensure a reliable and customer-friendly service.

Zoho Books was adopted to automate their financial processes.

Key takeaways;

1. Automation brings efficiency :This is demonstrated by the implementation significantly reduced manual effort.

2. Good management of revenue: The company's financial health was impacted by streamlined Invoicing.

EXECUTIVE SUMMARY

Location : Elijah Wambugu close, off Muteero ridge, off Kerarapon road.

Pets paradise is a privately owned company which started off as a hobby offering pet grooming services. This quickly turned into a company. Expanding and increasing their services, which now include dog and cat daycare, boarding and relocation. They aim to make pet care accessible to all. Their large campus on Kerarapon serves as a haven for pets, where they can feel safe, comfortable and loved. They understand pets and strive to personalize their relationship with each one through trained handlers and groomers.

Clients' Quote " pet care is a basic necessity, not just a luxury"

PROBLEM STATEMENT AND KEY CHALLENGES

- Manual Bookkeeping: The company relied on manual bookkeeping, leading to errors and time-consuming processes.
- Invoicing Delays: Generating and sending invoices was a slow process, affecting revenue and leaving clients unsatisfied with the services.
- Expense Tracking: Managing and categorizing expenses was hectic, leading to losses.

The misappropriation of funds, having to use papers, printer and storage was costing the business almost 30% but since they implemented Zoho books, they only pay for licenses which is less than 1% of their profits.

“ We were losing so much before the implementation of Zoho books. “ The key challenges they had with their previous system was:

- **Report Generation:** They were not able to generate data or have an overview of their performance as a business in terms of turnaround times.
- **Collaboration:** Their system had no option of connecting within their social media accounts, hence, a communication breakdown leading to complaints and customer dissatisfaction.
- **Integration of Apps:** The ability of the system to be in unison and have the same output depending on what their clients needed was an important factor.

“We were unable to have conversation with banks, leaving us with no trail for follow ups.”

EVALUATON OF THE PROBLEM

- Bank reconciliation: The integration with bank accounts in Zoho books ensures that financial records align accurately with bank transactions.
- Financial reports: the reporting features, provides customizable financial reports that enable businesses to have ease while making important decisions.
- We showcased how the software could be tailored to address specific accounting needs.
“I can now make payments, raise invoices and receive money in books”

PROPOSED SOLUTIONS

Zoho Books;

Our experts determined that this is the best platform for the clients according to the key problems stated above.

- **Manual bookkeeping**– The client does not have to print papers or rectify manually hence less human errors . No storage needed either.
- **Invoicing delays** – With Zoho books, the client can customize invoice templates, create and send professional invoices. Track invoice status and payment reminders
- **Expense tracking**- Attach receipts on expense entries, monitor and control business expenditure.

IMPLEMENTATION

Duration of the project :The installation of Zoho books, setup, customization, integration and training has taken

Mediacent interactive 4 months.

Bottlenecks:

Adaptability – the staff took some time before they could get used to the new system and so we had to do a lot of trainings during implementation and “hand-holding” after every phase to make sure that everyone caught up.

Customization requirements – To suit the specific workflows and tailor it to Pets paradise specific and unique needs took a while before everyone was completely satisfied.

Security concerns – We had to be very careful with the clients sensitive financial data during migration.

Additional services

Migration from their previous system to Zoho one and there after, the customization of Zoho books.

RESULT

The clients' systems and way of doing financial reports and collaboration has been effective and efficient since they moved to Zoho books. They have reduced their costs by 30% since they no longer have to spend money on papers, printing materials, a lot of writing books since they have notebooks in Zoho one and files for storage.

- They are fast in sharing professional invoices; increasing customer satisfaction.
- They make their payments on time and can keep records and contacts.
- Reports, when doing their financial reports or audits, it is easier to generate all the reports they need from the system hence saving 25% of time that would have otherwise been used to go through files collecting the data.

“Our objective and goal is to serve our clients better and grow our business which we can comfortably do now.”



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CTA: **“Book a service”**