

STEVE'S



Case Study STEVE'S REAL FOOD



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Address of Headquarters

Cottonwood , Utah, USA

Industry:

Pet food, Pet supplies

Founders:

Nicole Lindsley

Founded Year:

2015

Steve's Real Food

Introduction

Steve's Real Food for Pets is a Pioneer in the Raw Dog Food Industry, being one of the first companies to distribute raw meat dog food nationwide! Our products contain the perfect balance of meat and vegetables to make giving your pet a raw food diet easy and affordable. We are now paving the way toward being one of the first pet food manufacturers to be fully committed to being green. We are partnering with other green vendors to ensure that the entire product life cycle from the creation of the bag to the distribution of the product has limited impact on mother nature.

CHALLENGES



Sales and credit tracking platform, generating different reports, automating activities, one-click reports etc..

SOLUTION

OVERALL SOLUTION IN SHORT:

Built a tool to track sales, credits. For all retailers/stores, we are able to assign to a particular distributor and also store all retailers events, promos, orders, Contacts, Raw.U etc...

Also, developed a mobile app for retailer users

- to find all events, promos, topics, products by selecting nearby stores.
- Search for the ailment based on symptoms.
- Calculate pet feeding and get notified.
- Add pet and find daily feeding.



RESOURCES

HOW MANY RESOURCES WERE INVOLVED?

A team of 5 developers, 1 QA and 1 project manager.



SOLUTION

How did you deliver?: Deliveries are based on certain sprints, we estimate a certain task based on the requirement and make sure that is delivered in the promised time. We develop a certain module or a feature and then push the same to the QA environment for the quality team to review. Once the Quality team gives us a go-ahead, we demonstrate the same to the client team and then make a decision as to whether we should go LIVE and when.

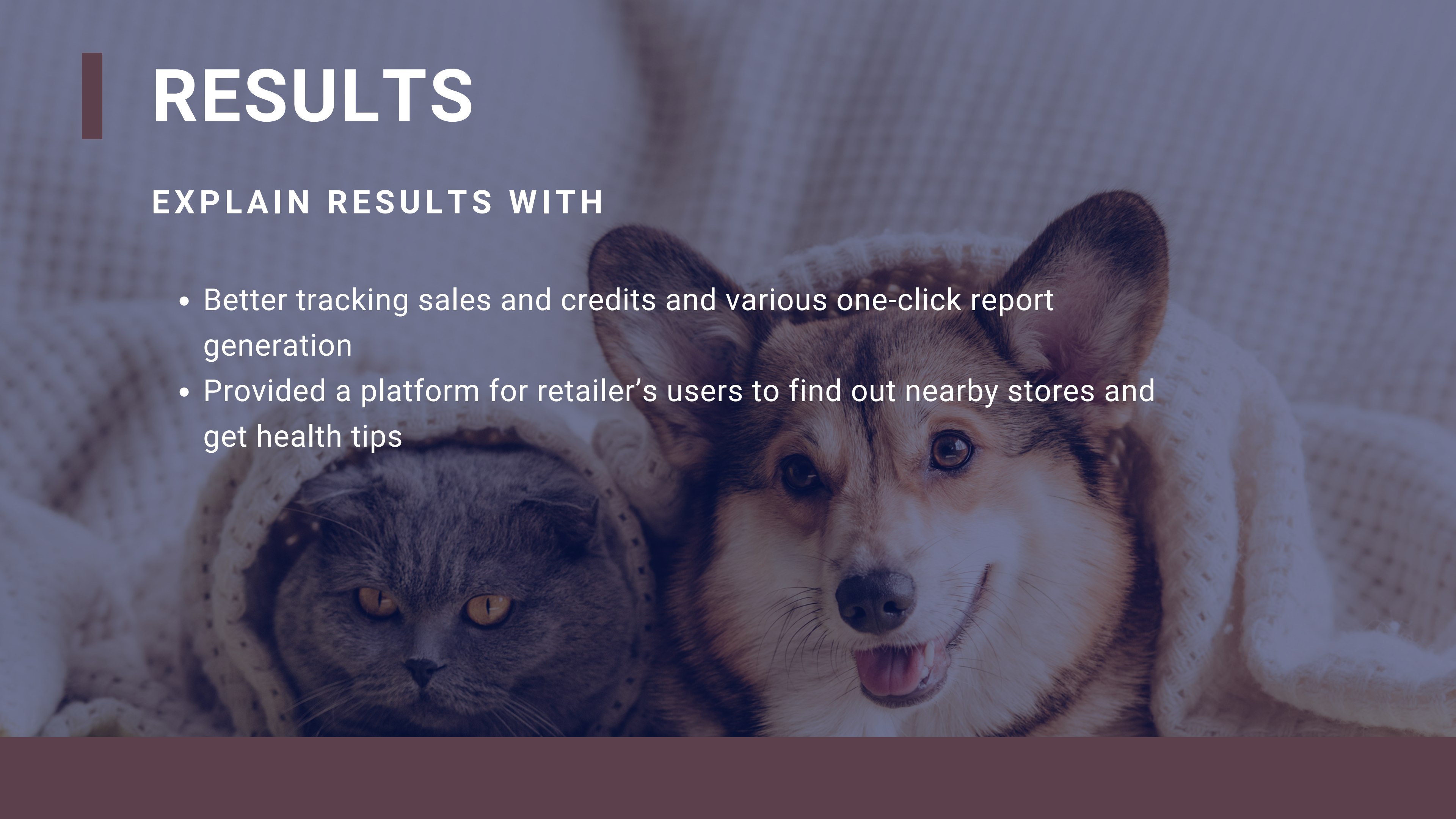
HOW MUCH TIME WAS REQUIRED:

The sales tracking tool is an ongoing project. The MVP was built in 3 months. Mobile app with a store locator, healthsheet generation, feeding calculator took around 4 months.

RESULTS

EXPLAIN RESULTS WITH

- Better tracking sales and credits and various one-click report generation
- Provided a platform for retailer's users to find out nearby stores and get health tips





Abhishek Shah

Founder & CEO



**The key to success is to
develop a winning edge**

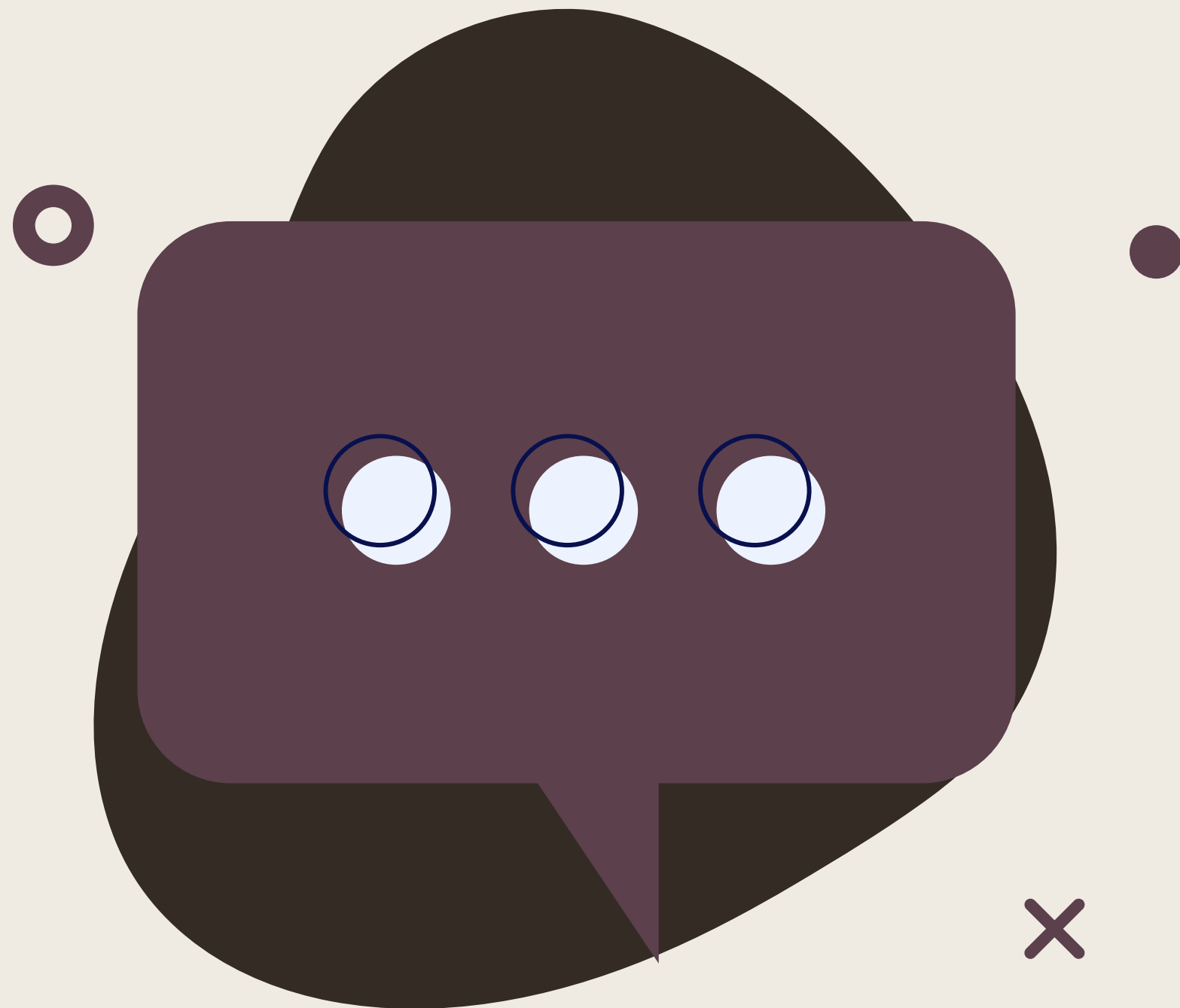
OUR VALUES

Integrity, Agility & Human Touch

VISION / MISSION

Aspiring global technology leadership
in HR Tech domain

CONTACT US



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