

ABOUT CRM

All-in-One Construction Management Platform

Empower your business with a unified platform designed for growth, efficiency, and total operational visibility.

Trading is a powerful SaaS-based business management platform that bridges the gap between sales, inventory, and logistics. Designed for modern enterprises, it provides a secure, isolated workspace for your business to manage complex workflows with ease.

Key Highlights

- Intelligence-Driven CRM
- Dynamic Inventory & Warehousing
- Unified Order-to-Dispatch Workflow
- Asset and equipment lifecycle tracking



TRANSFORM YOUR CONSTRUCTION OPERATIONS WITH SMART CRM

A powerful CRM for construction businesses to manage projects, clients, and workflows efficiently, improving productivity and communication.

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BOOK A FREE DEMO





CRM Modules

▶ Smart CRM & Lead Management

Centralized Leads

Automatically capture and consolidate customer leads from multiple sources (including integrations with Meta/Facebook and WhatsApp)

Centralized Leads

Maintain detailed histories of customer interactions, preferences, and order tracking.

▶ Inventory & Stock Control

Real-Time Tracking

Always know exactly how much stock you have, across all your warehouses or store locations.

Product Movement

Track products meticulously at every stage—from manufacturing or purchasing through to final dispatch.

Low Stock Alerts

Stay ahead of demand and prevent stockouts on your most important items.

▶ Seamless Order Processing & Dispatch

Multi-Channel Orders

Process orders seamlessly, whether they come from wholesale buyers, direct online requests, or e-commerce platforms like Shopify.

Automated Fulfillment

Generate invoices and create automatic dispatch stickers with a single click.

Courier Integration & Tracking

Easily connect your shipments with courier services to monitor delivery statuses in real-time.

▶ Total Team & Access Management

Customer Roles & Permissions

Maintain strict control over your operations. Give your employees access only to the modules they need for their specific jobs

Employee Monitoring

Keep an eye on employee productivity, daily sales performance, warehouse task completion, and communication logs

▶ 5. Adaptive Business Workflows

Custom-Fit to Your Industry

The system molds to your process. Whether you need strict approval tiers for online orders, hospital stock allocations, or a dedicated manufacturing pipeline, the platform workflow turns on/off features so you aren't cluttered with tools you don't need.

▶ Analytics & Intelligence Dashboard

Real-Time Business Health

Access top-down analytics showing daily sales revenue, fastest-moving stock, and warehouse efficiency.

Data-Driven Decisions

Easily track profit margins and employee performance stats in one easy-to-read dashboard.