



# Sujas Kitchen

## A Case Study Overview

STREAMLINING DATABASE MANAGEMENT  
AND SALES PROCESSES WITH ZOHO CRM



# OVERVIEW

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Sujas Kitchen struggled with disorganized customer data, leading to inefficient lead management, missed follow-ups, and poor sales forecasting. Additionally, proposal creation was slow, and team accountability was difficult to track.

## The Solution

By implementing Zoho CRM, Sujas Kitchen centralized its data, automated workflows, and improved collaboration across the sales team. The introduction of mail merge and email templates significantly reduced the time spent on document creation.

## Key Takeaways

- Improved database management
- Automated sales processes
- Faster proposal creation
- Increased team accountability



# EXECUTIVE SUMMARY

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## About Sujas Kitchen

- Location: United Arab Emirates
- Founded: 1999 by Mrs. Suja Alex
- Industry: Catering
- Background: Started as a home-based culinary venture and grew into a beloved catering service, prioritizing simplicity, tradition, and ancestral values.



## PROBLEM STATEMENT AND KEY CHALLENGES

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- Lost and disorganized leads led to missed sales opportunities.
- Lack of sales pipeline visibility made tracking deals difficult for management.
- No accountability for tasks and activities within the sales team.
- Slow proposal creation caused delays in closing deals.

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*Bringing structure to operations and streamlining processes at Sujas wasn't just important — it was essential for sustainable growth."*

**— Operations Head at Sujas**

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## EVALUATION OF THE PROBLEM

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Conducted an in-depth system audit to analyze existing CRM and Creator workflows.

Identified data discrepancies and areas for process automation.

Developed a roadmap for seamless integration, automation, and optimization.



## PROPOSED SOLUTIONS

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Zopreneurs first identified the key pain points and mapped out the sales process to ensure a structured workflow. The primary goal was to hold the team accountable and ensure continuous engagement with leads.

### Solution Customization

- Defined sales stages and related actions for better tracking.
- Introduced automation (auto emails, auto tasks) to streamline workflows.
- Implemented a structured proposal system using mail merge and email templates.

### Challenges & Resolution

- Mail merge limitations: The initial setup using mail merge for proposals had processing delays.
- Optimized solution: An email template-based system was introduced, which provided faster and more efficient proposal creation.

## IMPLEMENTATION

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- Duration: 14 days
- Additional Services: Training for the sales and operations teams.



## RESULT

- Centralized lead management, reducing lost opportunities.
- Faster proposal creation, cutting down manual work.
- Improved sales tracking, enabling better decision-making.
- Higher team accountability, with clearer task assignments.



*We had challenges managing our sales team and operations at Sujas Kitchen, and Zopreneurs helped us by implementing Zoho CRM. They understood our vision and translated it into a customized system that fits our needs perfectly. Satyen, Sandra, and Hassan from the team have been incredibly supportive throughout the process, and their ongoing assistance has made navigating the transition easier. We are grateful for their expertise and continuous support. Highly recommended!*

**— Jacob Alex, Founder & CEO, Sujas Kitchen**



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