lacháchara & ZOHO Creator
From the world to Mexico

zoho.com/creator

About La Cháchara

La Cháchara is an ecommerce company. It sells items to micro-businesses, small businesses, and people who want to open a new business. It also sells components for use in renewable energy and electric transport, such as solar panels, solar water pumps, and kits to convert bicycles to e-bikes.

La Cháchara is strategically situated near the border between Mexico and the United States. This location permits it to be a perfect distributor of commodities to all of Mexico. The company buys products and merchandise from the neighboring United States to sell in Mexico. It thus helps thousands of people all over Mexico to obtain products which are otherwise unavailable in the Mexican market. La Cháchara also provides a drop-ship service, offering preferential prices, granting all Mexicans the opportunity to purchase any item from any part of the world.

La Cháchara has a large inventory in its warehouse. This inventory includes the best and most popular ecommerce items in Mexico.

Oscar Isaias Garcia is the founder of La Cháchara and its Director of Operations. His vision is to motivate the entire team constantly, adapt to the challenges of ecommerce growth in Mexico, and provide La Cháchara's customers with high quality products.

La Cháchara's processes and problems

Initially, La Cháchara was selling only a small range of second-hand items. They were not able to accurately keep track of the items they had in stock. That's when they started using a ledger to keep track of various items with their names and available quantity. Using a ledger proved cumbersome, so to digitize inventory tracking, they switched to spreadsheets. As time went by, they realized that spreadsheets were not the most viable option. Collaborating on the spreadsheets proved difficult, because they had multiple employees who had to document the incoming orders and update the data regularly. That's when they transitioned to Microsoft Access, but unfortunately this platform also did not provide them with all the features and efficiency they were looking for. One of the main challenges they faced with this platform was that they were not able to connect more than three people effectively at any time.

Also, as the business expanded and as more orders started coming in, administrative problems started to crop up. Oscar identified the main problem: his team had the energy to undertake the operations, but lacked a proper communication channel to execute it.

That's when they started looking for an alternative platform or software that could help their organization function productively.

One of Oscar's friends, who was a computer engineer by profession, suggested that he should explore Zoho Creator. Oscar evaluated it and found the platform to be very promising, and eventually chose to run his entire business operations on Zoho Creator.

Why did La Cháchara choose Zoho Creator?

La Cháchara's sales business is complex. To continue growing and improving, they needed a data system that they could design according to their operational needs. After beginning to use Zoho Creator, they decided that it was just what they needed. They were able to create an online database for their use without bringing in a master programmer. They were also able to adapt to it very quickly, and it was a very economical alternative for administering their business.

Ease of getting started

Oscar's younger brother knew a little bit about coding. He began by diagramming La Cháchara's operations to identify areas of improvement, then started building applications on Zoho Creator, focusing on resolving the issues he'd identified.

Oscar says,

" **Honestly, I thought this would be a very difficult task, but Zoho Creator made this very simple.**

Initially, they created a form to manage inventory. As soon as this form was finished, it was shared with the rest of the team.

> **The next day, our whole team was working with the platform, which made it effortless to migrate our data, and we quickly began to use Zoho Creator as our main tool.**

Zoho Creator proved to be beneficial to La Cháchara's operations; mainly, it helped them with sales.

The second form built using the platform allows customers to provide information about any product they needed from the neighboring countries. To create this form and its corresponding workflow, they used Deluge (Zoho Creator's user-friendly scripting language) scripts to automate various time-consuming calculations and trigger an automatic email to the customer with a PDF attached, which contained all the details. This form has been handy whenever there is a need to provide customers with estimates about prospective sales.

> **The best way that Zoho Creator has helped us is to sell products quicker.**

Applications built by La Cháchara using Zoho Creator

La Cháchara has built several applications using Zoho Creator, of which the main seven are listed below:

The Mercado Libre application

This is the main application that is used to identify and calculate the prices of items for sale on the website. In this application, simple calculations are used to calculate the price in dollars, and after adding tax and shipping costs, the final price in Mexican Pesos is shown. This application is always used when new items are added to the online marketplace website called "Mercado Libre."

The Tracking application

The next application is the "Tracking" application used for tracking packages, used by La Cháchara's shipping department. It offers an online package tracking service similar to those provided by companies such as FedEx or DHL. Using this application, any member of La Cháchara's team can log in, access, and modify the shipment's details. This application also allows the customer to track their orders in real time.

The Inventory application

The "Inventory" application is frequently used. In this application, stock available at the Tijuana warehouse is presented, and organized by the quantity and SKU (stock keeper unit). The sales department uses this application to know about the availability of items, when to replenish and replace items in the inventory, and when to add new SKUs.

The Shopping list application

This application shows all the items customers have requested. This information is captured from the Mercado Libre website, with which this application is integrated. The procuring department uses the information from this application to obtain all the products requested by customers.

The Shipping application

This application is used by the logistics department. It allows the logistics department to view all the ordered items that are to be shipped to customers.

The Customer details application

The "Customer details" application captures the shipping information of all customers, so the logistics department can ship the orders. This application is integrated with La Cháchara's ecommerce website.

The Expenses application

The "Expenses" application tracks all the expenses of the organization.

The La Cháchara dashboard

A single unified dashboard has been created using Zoho Creator's page builder, which provides a granular view of how each department is functioning.

Business impact of Zoho Creator

Zoho Creator has turned out to be a vital arm of La Cháchara's operations. Oscar notes that it has been a boon to the company's website.

> **Zoho Creator is for La Cháchara, a technological tool that has allowed us to have a turning point in our business.**

La Cháchara's workforce has dramatically increased upon leveraging the platform.

> **When we began the business, there were only three people in the team. Currently, there are 15 people on the team.**

Zoho Creator has broadened La Cháchara's inventory in previously unimaginable ways.

> **Before Zoho Creator, we recorded by hand 300 items in the inventory. Now we have recorded 28000+ items in our applications and have 7500+ SKUs in our inventory. This has allowed us to innovate in our sales.**

Enabled by Zoho Creator, La Cháchara has now added the drop shipping service in Mexico, and this has allowed it to serve hundreds of customers every month.

It has evolved from being just any other company to become a digitally enabled organization.

> **Zoho Creator has allowed us to evolve from a traditional way of working to a technological way of working, allowing us to sell products online to all of Mexico 24/7.**

Using Zoho Creator, La Cháchara's earnings have skyrocketed, and it has achieved tremendous monetary success.

> **Before using Zoho Creator, our monthly earnings were USD 10,000. Upon using Zoho Creator, our productivity has increased tenfold, and these days the monthly earnings are USD 100,000. We recently managed to reach our first annual 1 Million USD in sales and reach a total sales figure of 50,000,000 Mexican Pesos, which equates to about USD 2.6 Million, and this is something we are very proud of.**