



Digitizing Tunisia's Textile Powerhouse with **Zoho CRM**

Case Study



Overview

Why Tunisia's Textile Sector Needs Digital Transformation

Tunisia's textile industry — especially Monastir's mills and garment factories — drives exports and jobs but struggles with outdated coordination.

Global buyers now expect:

- Transparent order tracking and real-time status updates
- - Integrated production and supply data
- - Automated quality records and EU-standard compliance
- - Accurate forecasting and buyer analytics

Zoho's cloud suite connects production, inventory, finance, and customer relations into one smart platform — replacing manual emails with automated workflows and live dashboards.



Zoho Features for Tunisia's Textile Manufacturing

- **Zoho CRM** – Manage B2B buyers, track orders from sampling to shipment.
- **Zoho Inventory / Books** – Monitor fabric stock, raw materials, and VAT-compliant billing.
- **Zoho Creator** – Custom apps for production scheduling and quality control.
- **Zoho Cliq + Projects** Enable team collaboration between design, production, and export units.
- **Zoho Analytics** – Real-time dashboards for profit margins, buyer activity, and order status.
- **Zoho Commerce** – Showcase collections online and accept international orders directly.

Technology Stack



How Zolute Empowers Tunisia's Textile Industry

- **Localized ERP Setup:** Tailored for Monastir's textile workflows — from fabric purchase to export.
- **Automation Experts:** Quotations, stock updates, and invoices trigger automatically.
- **Algerian / French Localization:** Interface & tax rules adapted for North African users.
- **Smart Reporting:** Live KPIs for production output and profitability.
- **Ongoing Support & Training:** Field teams and back-office staff trained for daily use.



Get In Touch



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