



# Scaling Morocco's Textile Industry with Zoho ERP & CRM

Case Study





# Overview

## Why Textile Businesses in Fes Need Digital Control

Fes is a key center for Morocco's textile production and export ecosystem. As demand from Europe, the Middle East, and Africa grows, textile manufacturers must manage:

- Raw material sourcing and fabric production cycles
- Batch-wise quality control and defect tracking
- Multi-warehouse inventory and export logistics
- B2B buyers, pricing negotiations, and repeat orders
- Accurate cost, margin, and VAT-compliant accounting

Many factories still rely on spreadsheets and manual coordination, which limits scalability. A connected ERP and CRM system enables visibility, efficiency, and sustainable growth.



# Zoho Features for Textile Manufacturing

## How Zoho Supports Textile & Fabric Operations

### Zoho CRM

- Centralized management of buyers and distributors
- Sales pipeline tracking for bulk fabric orders
- Automated follow-ups for repeat export clients

### Zoho Inventory

- Real-time fabric stock and batch tracking
- Multi-warehouse control
- Seamless link with sales and finance

### Zoho Books

- Morocco VAT-ready accounting
- Invoicing for local and export sales
- Product-wise profitability analysis

### Zoho Creator

- Custom fabric production and quality apps
- Batch-wise inspection and defect tracking
- Factory-specific dashboards

### Zoho Analytics

- Production efficiency and wastage reports
- Sales trends by region (EU, MENA, Africa)
- Management-level performance dashboards

# Technology Stack





# How Zolute Helps Textile Businesses in Morocco

## Your Zoho Consulting Partner for the Textile Sector

### Industry-Focused Implementation

Zoho configured specifically for fabric manufacturing, dyeing, stitching, and export workflows.

### Morocco-Ready Setup

VAT configuration, export documentation support, and localized reporting.

### Custom Production & Quality Tracking

Tailor-made systems for fabric batches, inspections, and wastage control.

### End-to-End Delivery

Implementation, integration with existing tools, team training, and ongoing support for Fes-based factories and exporters across Morocco.



# Get In Touch



**Visit us at**

[www.zolute.consulting](http://www.zolute.consulting)

**Email**

[connect@zolute.consulting](mailto:connect@zolute.consulting)

**phone number**

+971544961587