

GENESIS

RETAIL SOFTWARE FOR FAST-MOVING CONSUMER GOODS

A smarter way to control margin, stock, sizes & colours, fabric rolls, and store performance in real time.

High-volume sales, rapid stock movement, competitive pricing, and constant replenishment drive FMCG (Fast-Moving Consumer Goods) retail. From food and beverages to personal care, household products, and OTC items, retailers need accurate, connected systems that can keep up with the pace of modern retail.

FMCG products move quickly and operate on tight margins. Profitability depends on controlling costs, pricing accurately, managing promotions effectively, and maintaining consistent stock availability across every branch.

THE GENESIS APPROACH

RETAIL SOFTWARE FOR FMCG

A smarter way to control pricing, stock, promotions, and store performance in real time.

Genesis replaces disconnected tools with a single, centralised platform that manages the full retail lifecycle, from sales and stock to suppliers and financial reporting. Every function is integrated, delivering real-time control and measurable performance.

- Pack configuration management, case, shrink, and unit
- Accurate costing across all pack levels
- Multiple and debtor-specific pricing structures
- Promotion and variant promotion management
- Rebate and expense costing integration
- Integrated scale and card machine functionality
- Multi-branch visibility and control

CLOUD-BASED WITH OFFLINE POS RESILIENCE

Genesis delivers the best of both worlds:

a modern cloud-based platform with full offline POS capability, ensuring uninterrupted sales during connectivity outages with automatic sync once back online.

CONTROL THE DRIVERS OF PROFIT, NOT JUST THE POINT OF SALE

Genesis is a fully integrated retail and financial management platform purpose-built for fast-moving consumer goods retailers.

Genesis connects the point of sale, stock, suppliers, and pricing, promotions, and financials into one powerful system giving you complete control over operations, real-time visibility into performance, and the ability to scale efficiently across single or multiple stores.

CORE CAPABILITIES

Built for the realities of FMCG retail

Stock and Margin Control

- Pack and variant pricing
- Accurate costing and GRV expense control
- Real-time stock visibility and replenishment
- Margin and profitability management

Point of Sale Control

- Till and cashier management
- Scale and card integration
- Flexible promotions and pricing
- Fast, reliable high-volume processing

Supplier and Buying Group Management

- Rebate and supplier deal tracking
- Debtor-specific pricing
- Optimised purchasing and stock flow
- Promotion management and visibility

Financial and Business Control

- Integrated accounting and reporting
- Real-time profitability visibility
- Centralised business intelligence
- Live operational insights for smarter decisions

WHEN SYSTEMS CONNECT, DECISIONS IMPROVE.

Locally Developed = In-house support + Development

Genesis is a South African-developed solution, with local, in-house development and support teams.

This means:

- Faster response times
- Understanding and built-in compliance with local retail
- Direct support from the product team, no intermediaries

CONTROL VERSUS COMPLEXITY

GENESIS



Fully integrated retail and financial system

Real-time visibility across stock, sales, and margin

Accurate pack and variant pricing

Automated promotions and replenishment

Built-in rebate and costing control

Designed specifically for FMCG workflows

Scales effortlessly across multiple stores.

TYPICAL SYSTEMS



Disconnected POS and back office

Manual pricing and costing processes

Limited visibility into margin performance

Inconsistent promotion execution

High reliance on staff discipline

Difficult and expensive to scale

BUSINESS IMPACT

WHAT THIS CHANGES IN YOUR BUSINESS

By connecting all operations into a single system, Genesis delivers measurable improvements:

Outcomes:

- Improved profitability through accurate costing and pricing
- Reduced stock variance and shrinkage
- Better promotion execution and measurable ROI
- Faster, data-driven decision-making
- Centralised control across all stores
- Better control in high-volume retail environment



INCREASE GROSS PROFIT.

REDUCE STOCK SHRINKAGE & WASTAGE.

WHY THIS DESERVES A YES:

A decision that delivers immediate value

Genesis integrates into your operations with minimal disruption while immediately improving visibility and control.

It replaces multiple disconnected systems with one powerful platform and supports growth from single stores to multi-branch FMCG retail groups.

- **No added operational complexity**
- **Immediate insight into performance**
- **Built for textile & clothing environments**
- **Scales with your business**

GENESIS TURNS YOUR STORE INTO A CONTROLLED, DATA-DRIVEN RETAIL BUSINESS.

BEYOND OPERATIONS

When combined with retail media, loyalty programmes, or supplier-funded promotions:

Genesis becomes a revenue-generating platform. Enabling retailers to not only control operations, but also actively drive new income streams and supplier value.

PLEASE CONTACT US FOR YOUR GROUP DEAL!



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