# Quick Track

TRANSFORMING RETAIL EXECUTION & SALES TRACKING

What is Quick Track?

Quick Track is a complete SaaS solution designed for distributors and principal companies to enhance field performance through:

▶ Intelligent retail execution

▶ Real-time sales tracking

▶ Automated merchandising

▶ Task and attendance monitoring

▶ Actionable analytics with measurable ROI
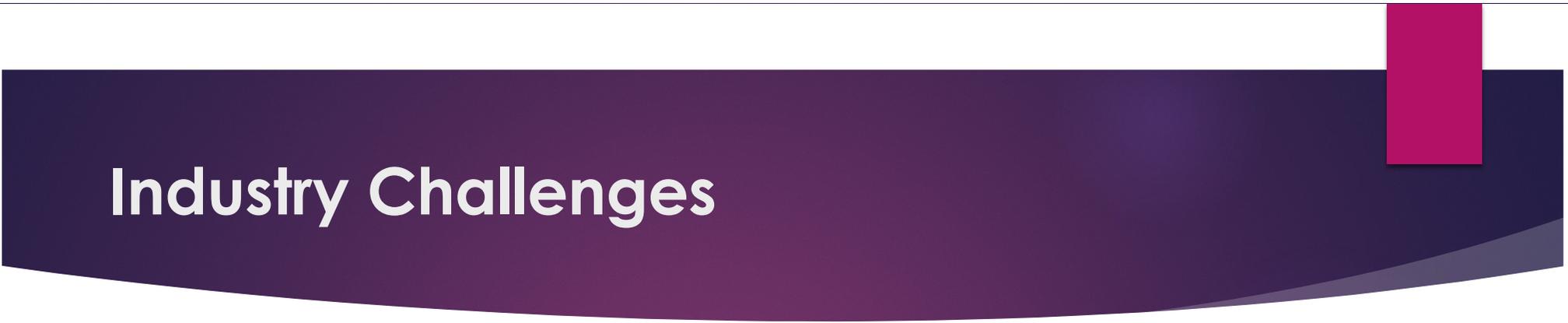
Industry Challenges

▶ Lack of real-time visibility into field activities

▶ Manual and fragmented task tracking

▶ Poor promoter and merchandiser performance insights

▶ Low retail execution consistency

▶ No unified dashboard for execution, sales, and incentive tracking

Our Solution

- Quick Track is an all-in-one, mobile-first retail execution platform designed to manage promoters, merchandisers, and field teams while providing real-time visibility into in-store performance. The platform combines attendance control, sales registration, shelf execution, stock and price monitoring, and in-store visibility tracking into a single, unified system.

- Promoters use the mobile app to check in at assigned stores using GPS-based location validation, record daily sales by SKU or model, report shelf availability and displays, capture stock and price information, and complete assigned retail tasks. All activities are time-stamped, location-verified, and linked to specific stores and users to ensure data accuracy and eliminate manual reporting and fraud.

- Managers and retail teams access real-time dashboards that consolidate attendance, sales, execution, and compliance data, enabling performance monitoring at store, promoter, city, and regional levels. The platform supports analytics, trend analysis, and KPI tracking to measure execution quality, promoter productivity, and sell-out performance, helping brands and retailers improve retail visibility, operational efficiency, and ROI.

Core Modules

- Promoter Management
- Merchandiser Dashboard
- Attendance & Geo Check-In
- Task Management
- Sales Tracking & Target Monitoring
- Route Planning & Visit Logs
- Analytics Dashboards
- Incentive Plan Creator

Mobile App

QuickTrack Mobile App – Overview

The QuickTrack mobile app is a role-based field execution application designed for promoters, merchandisers, salespersons, and managers. It provides a single interface to manage daily retail activities, ensure real store presence, and capture accurate in-store data in real time.
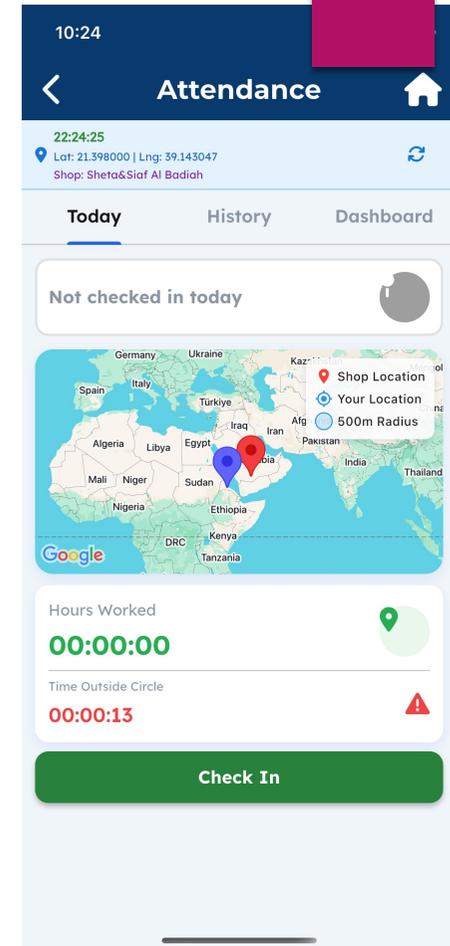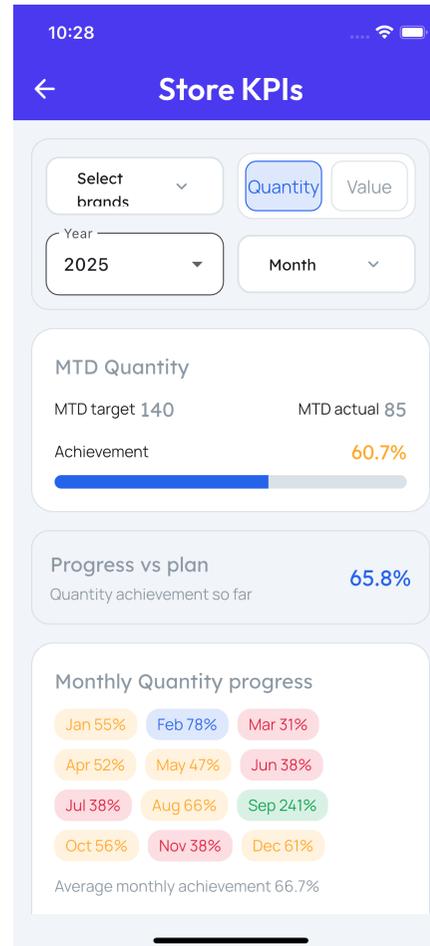
Users access the app through secure authentication, with account status, role, and location enforcement clearly defined. The app supports GPS-based attendance, store-linked activities, and controlled access based on user role, ensuring compliance and data accuracy.

Through the mobile app, field teams can register sales, report shelf availability, monitor stock and prices, track stands and displays, and complete assigned tasks directly from the store. All actions are time-stamped and location-verified, reducing manual reporting and operational errors.

The app also enables quick access to different functions (Promoters, Merchandisers, Sales, Training), provides real-time sync with management dashboards, and offers built-in support for technical assistance. This makes QuickTrack a reliable, easy-to-use daily working tool for retail field teams.
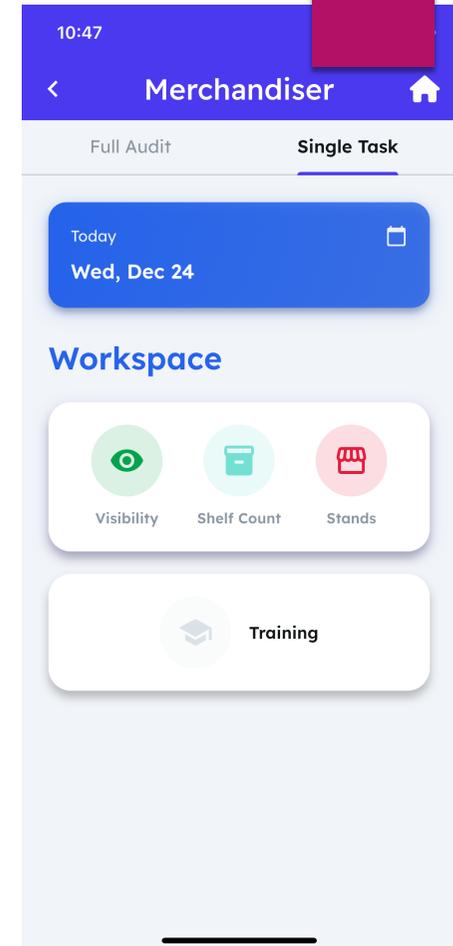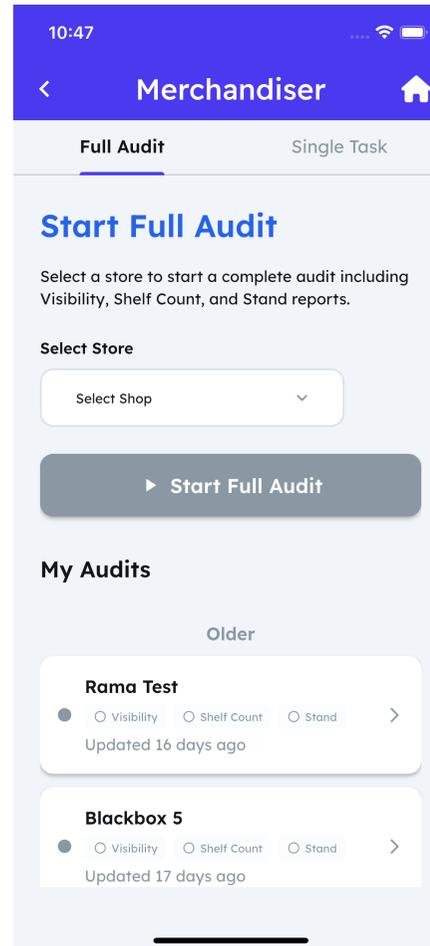
Promoters

▶ **Attendance & Check-In / Check-Out**
Promoters check in and out using GPS-based location validation to confirm real store presence and working hours.

▶ **Store Assignment & Location Compliance**
Access is restricted to assigned stores with geo-fencing to prevent reporting from incorrect locations.

▶ **Sales Registration (Sell-Out)**
Daily sales entry by SKU or model, linked to store, time, and promoter for accurate sell-out tracking.

▶ **Shelf Availability & Shelf Count**
Report on-shelf availability and shelf count to monitor execution quality and lost sales.

▶ **Stand & Display Reporting**
Confirm availability and condition of stands, SIS, and displays with optional photo evidence.

▶ **Stock & Price Reporting**
Capture current store stock levels and retail prices to identify stock risks and pricing issues.

▶ **Tasks, Notifications & Performance Visibility**
Receive tasks, alerts, and view basic performance indicators directly within the app.

Store KPIs

Select brands ⌄ | Quantity | Value |

Year 2025 ⌄   Month ⌄

MTD Quantity

MTD target 140   MTD actual 85

Achievement   **60.7%**

Progress vs plan
Quantity achievement so far   **65.8%**

Monthly Quantity progress

Jan 55%	Feb 78%	Mar 31%
Apr 52%	May 47%	Jun 38%
Jul 38%	Aug 66%	Sep 241%
Oct 56%	Nov 38%	Dec 61%

Average monthly achievement 66.7%

Attendance

10:24

22:24:25
Lat: 21.398000 | Lng: 39.143047
Shop: Sheta&Siaf Al Badiah

Today   History   Dashboard

Not checked in today

● Shop Location
● Your Location
○ 500m Radius

Hours Worked
00:00:00

Time Outside Circle
00:00:13

Check In

Merchandiser's

▶ **Attendance & Location Check-In**
Merchandisers check in using GPS and geo-fencing to confirm presence at the assigned store.

▶ **Store Visit & Route Compliance**
Access only to assigned stores with visit tracking to ensure planned route execution.

▶ **Shelf Availability & Planogram Execution**
Validate on-shelf availability, planogram compliance, and correct product placement.

▶ **Shelf Count & Share of Shelf**
Capture shelf count and brand share to measure visibility and space allocation.

▶ **Display, Stand & POSM Execution**
Report availability and condition of stands, SIS, POSM, and promotional materials with photo proof.

▶ **Stock Level & Out-of-Stock Reporting**
Identify low stock or OOS situations and flag replenishment needs.

▶ **Audit Tasks, Photos & Compliance Reporting**
Complete retail audits, upload photos, and submit compliance reports in real time.

10:47

‹ Merchandiser 🏠

Full Audit   Single Task

Start Full Audit

Select a store to start a complete audit including Visibility, Shelf Count, and Stand reports.

Select Store

| Select Shop   ⌄ |

| ▶ Start Full Audit |

My Audits

Older

Rama Test
● ○ Visibility   ○ Shelf Count   ○ Stand   ›
Updated 16 days ago

Blackbox 5
● ○ Visibility   ○ Shelf Count   ○ Stand   ›
Updated 17 days ago

10:47

‹ Merchandiser 🏠

Full Audit   **Single Task**

| Today   📅 |
| **Wed, Dec 24** |

Workspace

| 👁 | 🗄 | 🏪 |
| Visibility | Shelf Count | Stands |

| 🎓   Training |

Floor Salesmen

▸ **Sales Registration & Attribution**
Floor sales staff record sales by SKU/model, with each transaction linked to the salesman, store, and time.

▸ **Sales Target Assignment**
Individual or store-level sales targets can be assigned by product, category, or period (daily / monthly).

▸ **Incentive Rule Management**
Incentives can be defined by unit, value, model, or campaign with clear eligibility rules.

▸ **Real-Time Incentive Tracking**
Salesmen can view achieved sales, incentive progress, and remaining targets directly in the app.

▸ **Approval & Validation Workflow**
Sales data and incentive calculations follow an approval flow to ensure accuracy and prevent manipulation.

▸ **Performance Ranking & Motivation**
Leaderboards and performance views motivate sales staff and encourage healthy competition.

▸ **Sales & Incentive Reporting for Management**
Managers access dashboards showing sales performance, incentive costs, ROI, and payout readiness.

Plans
1

Plans
8

My Registrations
14

Total Sales
2918

Active Plans   View All

test   active

📅 Dec 16, 2025 → Dec 31, 2025

Used: 50 / 10000
Remaining: 9950

Quick Actions

View All Plans
Browse all available incentive plans   ›

10:50

← **Sales Person**   🏠

Welcome back

System

ADVANCE MODERN Military Road

Track plans, learn faster, and keep docs ready from one place.

Incentive Plans

See active rewards, plan windows, and register new sales.

View plans

System Portal

- ▶ Add/manage users, shops, models, dealers
- ▶ Quick registration features
- ▶ Centralized dashboard

QuickTrack   10:27:33 PM

Welcome System
Manage field operations and track performance

| Company | Role | Status |
| BC101 | Promoter | Active ● |

System Overview   Online

Refresh Data (Updated less than a minute ago)

System Status
⊘ Connected

Company ID
🏛 BC101

Active Users
👥 37

Connection Details
⊘ Stable Connection

📈 Most Visited

Clear Hist

| Dashboard | 410 | Users | 67 | Promoters Sellout Daily | 61 | Promoter Roi Cost Efficiency | 56 |

| Salary Sheet | 53 | User Management | 52 | :Id View Edit | 47 | Shop Visit Reports | 36 |

Did You Know?

Discover powerful features available in your QuickTrack system

Sidebar:
Dashboard
Users Management
Settings
rations
noter
chandiser
p
r Sales
s
er
System
v1.0.0

Attendance and paysheet managements

Sales, Analytics & AI

- **Sales History & Incentives**
- Log brand/model/quantity by date & shop
- View incentive status & payout automation
- Filter by user, date, or region
- **Analytics & Reports**
- Sales KPIs, conversion rates, achievement %
- Downloadable reports by shop/category
- Admin + Manager views
- **AI-Powered Assistant**
- Datalex AI bot for promoter analysis
- Ask about sales trends, top performers, regional breakdowns
- Instantly query from dashboard

Filters:

Select Region | Select Channel | Select Month | 📅 Date Range | Daily Cost:

Dashboard | Analysis & Recommendations | No Sales Analysis

Sales Value
8M

Promoters Cost
920K

Cost Rate
12.25%

AI

Monthly Performance
Monthly cost and sales analysis showing performance trends across the year

Month	sales	cost
Jan-25	406K	73K
Feb-25	594K	74K
Mar-25	530K	78K
Apr-25	478K	78K
May-25	463K	71K
Jun-25	1.4M	80K
Jul-25	839K	81K
Aug-25	562K	76K
Sep-25	608K	81K
Oct-25	558K	77K
Nov-25	618K	73K
Dec-25	454K	77K

Promoter Efficiency Analysis

Individual promoter performance analysis based on cost-to-sales ratio (Lower is better)

📋 Copy as Image   📄 Export PDF

📍 Activity Status | 3 days ▼

🟢 **6** Active   🔴 **3** Inactive

Seen in past 3 days • Click to filter

Performance Distribution   Click circles to filter

🟢 **2** Excellent   🟠 **0** Good

🟡 **0** Average

🔴 **7** Need Improvement

22% performing well

Cost Waste Analysis

332,746.32

Wasted costs: 100% for ROI ≥100%, proportional for ROI > 8%

36.2% of total promoter costs

Action Priority

7 promoters need immediate attention
Focus on ROI above 10.0%

Target: Reduce to under 5% ROI

Promoter Name	Region	Total Sales	Total Cost	ROI %	Efficiency	Sales/Day	Rating	Activity Status
System 12 months	Central	162,386	0	0.00%	∞x	0	Excellent	🔴 Inactive Last seen: 4 days ago
Promoter 3 12 months	Central	14,500	400	2.76%	36.3x	7,250	Excellent	🔴 Inactive Last seen: 74 days ago
Youssef Khan 12 months	Eastern	1,889,829	195,600	10.35%	9.7x	1,932	Needs Improvement	🟢 Active Last seen: -7 days ago
Omar Rahman 12 months	Central	1,051,034	132,800	12.64%	7.9x	1,583	Needs Improvement	🟢 Active Last seen: -7 days ago

ROI Cost Efficiency Dashboard

Filters:

| Select Region ▼ | Select Channel ▼ | 📅 Select Month ▼ | 📅 Date Range | Daily Cost: ⌃⌄ 200 ✓ |

Dashboard **Analysis & Recommendations** **No Sales Analysis**

No Sales Analysis

Promoters with zero sales for selected number of consecutive days

Days without sales: [7 Days ▼]

Region

[All Regions ▼]

Channel

[All Channels ▼]

Activity Status

[All Status ▼]

⚠️ **3 Promoters Found**

These promoters have recorded zero sales for the past 7 consecutive days. Immediate action required.

Promoter Name	Region	Channel	Shop	Payrole	Days Without Sales	Last Seen
hjhj	Central	Stratigic	Strategic Stores Narges	Unknown	7 days	🔴 Inactive 83 days ago
Promoter 3	Central	Nelson-Thompson	Schmidt-Phillips Branch	no	7 days	🔴 Inactive 74 days ago
System	Central	Channel	ADVANCE MODERN Military Road	Payrole	7 days	🔴 Inactive 4 days ago

Daily Promoters Sellout

Search... | 📅 Pick date range

Total Records
269

Months: Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov **Dec (269)** | 📊 Qty

All Brands | All Regions | All Channels | All Shops | All Categories | All Sub Categories | All Promoters | ×

📊 Dashboard | 🗄 Export Data

TOTAL QUANTITY	TOTAL REVENUE	PROMOTERS WITH SALES	SHOPS WITH SALES
513	453K	7	15

Dec 513

Quantity

	1 Dec Mon	2 Dec Tue	3 Dec Wed	4 Dec Thu	7 Dec Sun	8 Dec Mon	9 Dec Tue	10 Dec Wed	11 Dec Thu	14 Dec Sun	15 Dec Mon	16 Dec Tue	17 Dec Wed	18 Dec Thu	20 Dec Sat	21 Dec Sun	22 Dec Mon	23 Dec Tue	24 Dec Wed	25 Dec Thu	28 Dec Sun	29 Dec Mon	30 Dec Tue	31 Dec Wed
	22	12	12	16	20	29	24	21	24	6	41	27	24	31	2	20	15	37	20	29	26	28	15	12
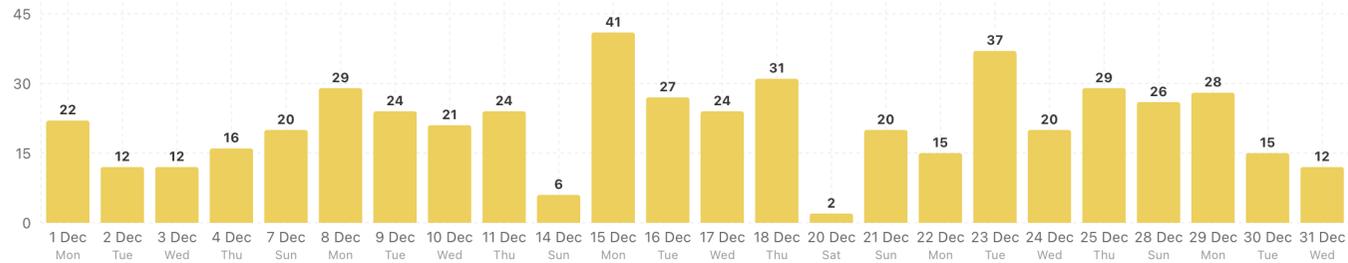
Promoters Sellout Analytics

Chart View:
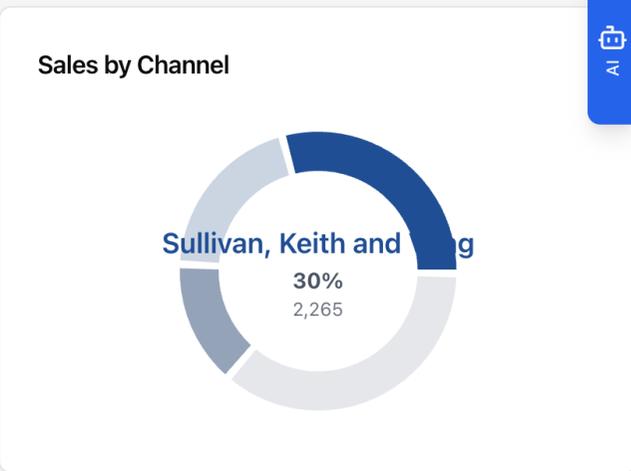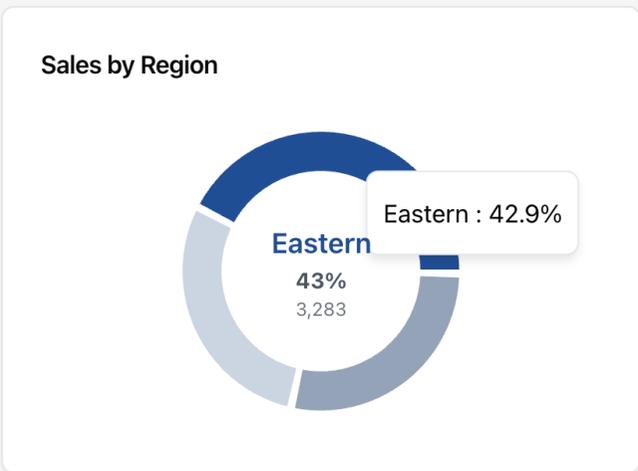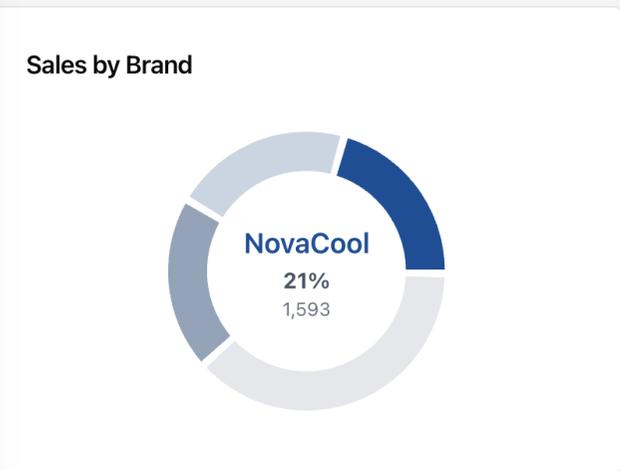
Additional Filters

Search...

All Regions

All Channels

All Brands

All SubCategories

All Promoters

All Months

Dashboard	Models Analysis	AI Chat	Export Data

● YTD Sales Value
7.5M
Year to Date Revenue
Jan-Dec 2025

● YTD Units Sold
7.7K
Year to Date Quantity
Jan-Dec 2025

● MTD Sales Value
452.9K
Month to Date Revenue
December 2025

● MTD Units Sold
513
Month to Date Quantity
December 2025

Sales by Brand

NovaCool
21%
1,593

Sales by Region

Eastern : 42.9%

Eastern
43%
3,283

Sales by Channel

Sullivan, Keith and
30%
2,265

Performance Growth Rate

Smart loading system • 463 records from 1 month(s)

| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | ⊘ Dec (0K) |

📊 QTY Growth   💰 VALUE Growth   📊 Price Impact Analysis

QTY Growth by Brand

Brand	2024	2025	Growth%
Total	480	513	+6.9%
EcoFreeze	87	116	+33.3%
SmartHome	104	115	+10.6%
ChillMaster	76	106	+39.5%
NovaCool	115	92	-20.0%
ApexAir	98	84	-14.3%

QTY Growth by Region

Region	2024	2025	Growth%
Total	480	513	+6.9%

QTY Growth by Shop

Shop	2024	2025	Growth%
Total	480	513	+6.9%
Wu-Gibson Branch	30	49	+63.3%
Schmidt-Phillips Branch	29	48	+65.5%
Reed, Williams and Dunn Branch	59	46	-22.0%
Diaz, Ulrich Brothers Branch	26	39	+50.0%
Young, Vega and Sons Branch	35	39	+11.4%
Carter, Iverson Group Branch	50	38	-24.0%
Smith LLC Branch	33	37	+12.1%
Vega, Quinn Group Branch	25	37	+48.0%
Owens, Zimmer Brothers Branch	28	36	+28.6%
Nelson PLC Branch	33	34	+3.0%

Category Performance

Dishwasher
- 2024: 72
- 2025: 65

Oven
- 2024: 59
- 2025: 78

Microwave
- 2024: 45
- 2025: 80

Heater
- 2024: 48
- 2025: 63

Target vs. Actual Analytics

Additional Filters [All Brands ⌄] [All Regions ⌄] [All Chann... ⌄] [All Shops ⌄]   [Reset Filters]

Months: ☑ Jan ☑ Feb ☑ Mar ☑ Apr ☑ May ☑ Jun ☑ Jul ☑ Aug ☑ Sep ☑ Oct ☑ Nov ☑ Dec   [Deselect All]

| 📊 Overview | 🏪 By Store | 📈 Analytics |

Monthly Target vs Actual Trend

● Actual ● Target   Achievement shown below bars

					1.2K						
610 543	575 597	624 628	613 547	566 475	569	860	611 557	593 629	726 603	622 512	666 513
January	February	March	April	May	June	July	August	September	October	November	December
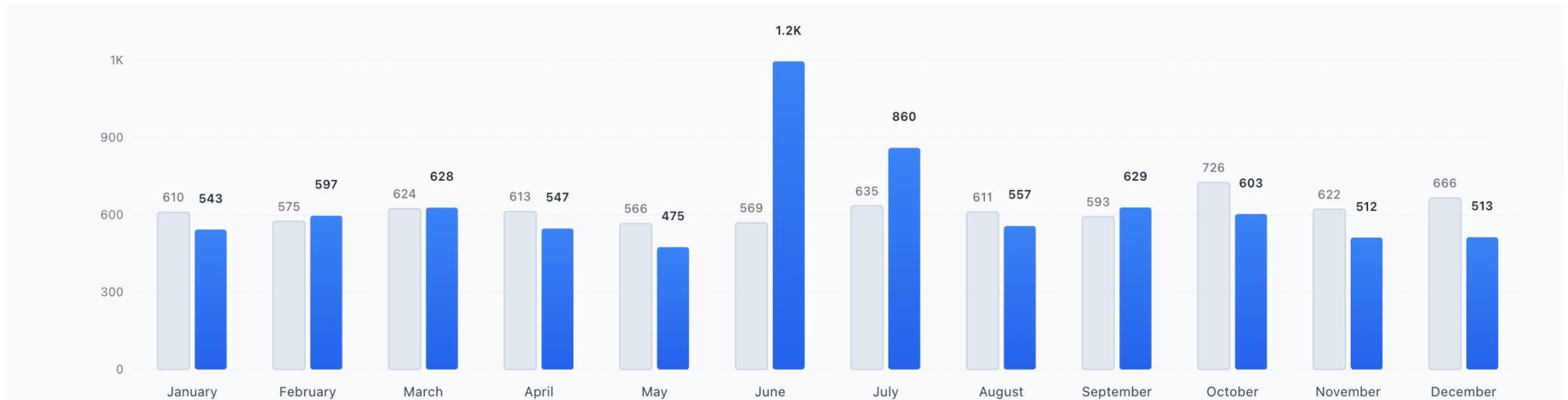
Monthly Achievement Overview   Overall: **104.3%**

Jan   Feb   Mar   Apr   May   Jun   Jul   Aug   Sep   Oct   Nov   Dec

Training Management

View and manage training sessions and materials

View: 📷 Gallery | 📊 Trends | ☰ Table | 📊 Statistics

Reset Filters | ⬇ Export CSV

🔍 Search by brand, shop, trainer...

All Types | All Types | All Brands | All Regions | All Channels | All Time

Showing 6 training sessions

Training by Brand

Training sessions distribution by brand

Top Brands by Training Sessions

Midea | Avg. 22 attendees | 2 sessions
33.3%

LG | Avg. 6 attendees | 2 sessions
33.3%

ApexAir | Avg. 12 attendees | 1 sessions
16.7%

Ariston | Avg. 22 attendees | 1 sessions
16.7%

Monthly Training Trends

Number of training sessions per month

6
Total Training Sessions

90
Total Attendees

15
Avg. Attendees per Session

19 attendees | 7 attendees | 22 attendees | 30 attendees | 12 attendees

| | | | 2 | |
| 1 | 1 | 1 | | 1 |

May 2025 | Jun 2025 | Jul 2025 | Aug 2025 | Nov 2025
1 sessions | 1 sessions | 1 sessions | 2 sessions | 1 sessions

Training

All Types | All Types | All Brands | All Regions | All Channels

Showing 1-6 of 6 training sessions

Items per page: 12

ApexAir — New Promoter
- November 28th, 2025
- Parker, Walker Group Branch
- System
- 12 attendees

Midea — Current Promoter
- August 20th, 2025
- Reed, Williams and Dunn Branch
- System
- 25 attendees

LG — Floor sales man
- August 11th, 2025
- Schmidt-Phillips Branch
- System
- 5 attendees

Ariston — New Promoter
- July 28th, 2025
- Schmidt-Phillips Branch
- System
- 22 attendees

LG — Floor sales man
- June 16th, 2025
- Bennett and Sons Branch

Midea — Floor sales man
- May 18th, 2025
- Reed, Williams and Dunn Branch

Merchandisers

- Stock alerts & pricing
- On Shelf update
- Daily visits
- Planogram execution
- Promotion compliance
- Competitor visibility

Route Planning

▶ Dynamic visit routes by region/shop

▶ Progress tracker (completed vs. assigned)

▶ Geo-tagged logs with timestamps

Task Management
Manage and track field operation tasks

[+ New Task]

[Search tasks...] [All Regions ▾] [All Status ▾] [All Types ▾] ☐ Select All (205)

On-Shelf Availability Check - System - 06/30, 19:49 ☐
● 47 total ● 47 pending

Assigned to:
[System]

Locations:
◎ Manea Exit 16 #2 [Pending]
◎ Al Manea's Co Ishbilia [Pending]
◎ Al Manea's Co Souq Al Mahrajan [Pending]
+44 more locations

Progress   0%

[View Details]   [Edit] [🗑]

Training Session - System - 06/28, 17:33 ☐
● 47 total ● 47 pending

Assigned to:
[System]

Locations:
◎ Al Manea hamadaniah [Pending]
◎ Manea Exit 5 [Pending]
◎ Al Manea Wadi Namar [Pending]
+44 more locations

Progress   0%

[View Details]   [Edit] [🗑]

On-Shelf Availability Check - System - 06/28, 17:32 ☐
● 16 total ● 16 pending

Assigned to:
[System]

Locations:
◎ Abyat Tahliah St. [Pending]
◎ Abu Yaser Tabuk Taima [Pending]
◎ Abyat [Pending]
+13 more locations

Progress   0%

[View Details]   [Edit] [🗑]

⇄ Generate Visit Plan
Create an optimized weekly visit schedule for a specific region

Region   Max Shops per Day
[Eastern (34 shops)   ▾]   [8 shops   ▾]   [Generate Plan]

📅 Weekly Visit Plan - Eastern Region
7/1/2025 to 7/5/2025 • 34 total shops • 5 days

Day 1 - 7/1/2025   👥 8 shops 🛣 305.85 km 🕐 459 min

Visit Sequence:

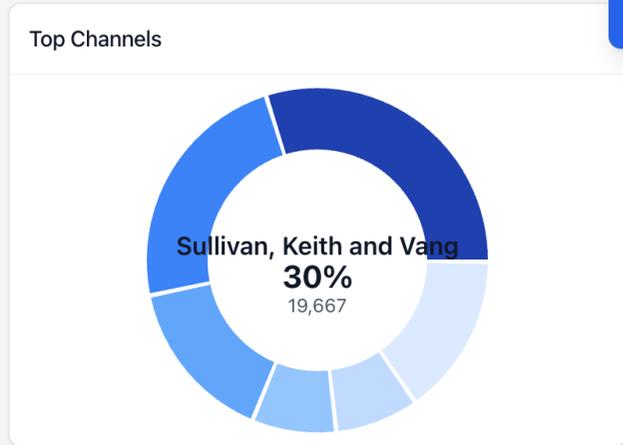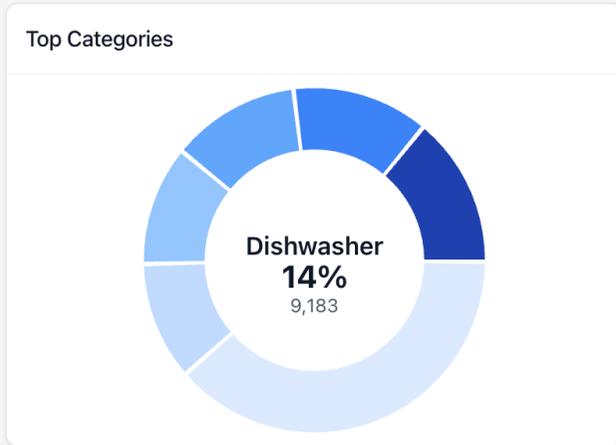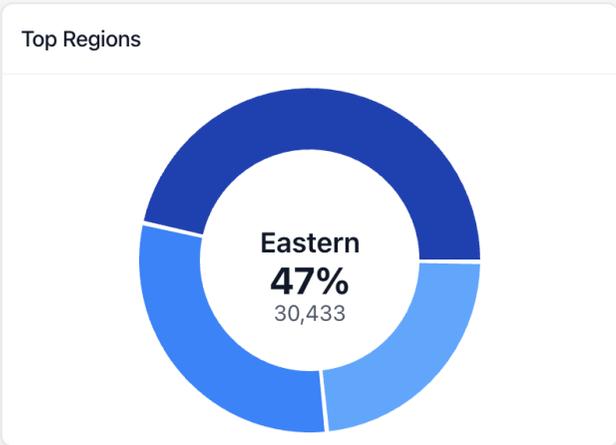| 1 | Binhamoud Khfaji Road Binhamoud | 28.4164, 48.4820 | 2 | Binhamoud Khfaji Rayan Binhamoud | 28.4452, 48.4923 |
3	Tassaru Alfullck Tassaru Alfullck	27.4709, 48.4716	4	Extra Jubail Extra	27.1591, 49.5424
5	Leith Arad Jubail King Abdul Aziz Road Leith	27.0176, 49.6426	6	Binhamoud Jubail Binhamoud	27.0097, 49.6481
7	Adel Al Mossa AL-Qataif Adel Al Mossa	26.5690, 50.0111	8	Al Dhamin Qataif Riyadh St. Dhamin	26.5480, 50.0090

On-Shelf Reports

18,546 records

| Search shops, users, models... | All Brands ▾ | All Regions ▾ | All Categories ▾ | All Channels ▾ |

📊 Dashboard   ▦ Matrix View   🕐 Aging Analysis   ⬇ Export

Display Units	Count of Channels	Active Shops	Categories	Avg Units/Shop
65,069	**8**	**14**	**10**	**4647.8**
Total units tracked	Distribution channels	Unique locations	Product categories	Regional average

Top Regions

Eastern
47%
30,433

Top Categories

Dishwasher
14%
9,183

Top Channels

Sullivan, Keith and Vang
30%
19,667

Total Visits	Active Brands	Regions Covered	Team Members
12	**5**	**3**	**4**
12 this year	Different brands tracked	Geographic coverage	Active field staff

📊 Daily Visits Overview
Shop visits per day (last 30 days)
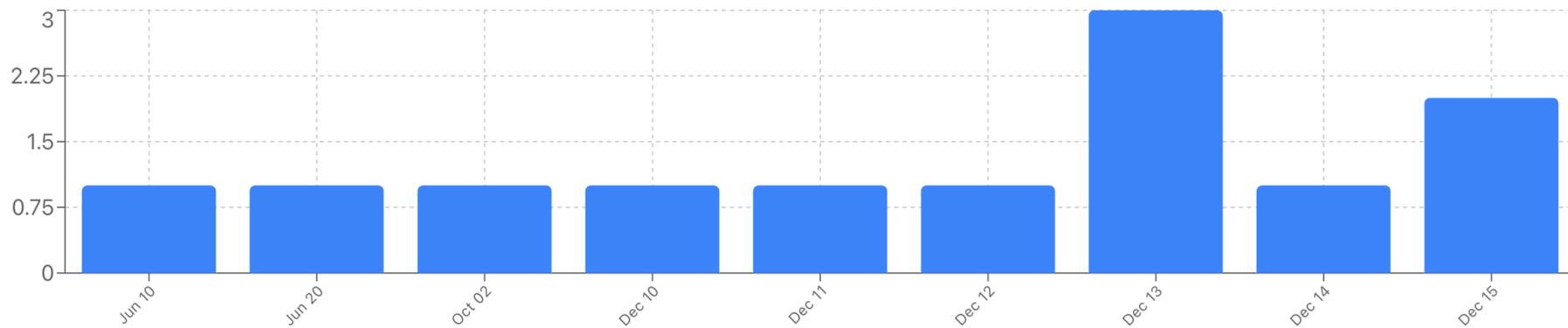
Floor salesmen

Total FSM Plans	Active Plans	Total Budget	FSM Participants
8	6	136,350	11

+ Create FSM Plan

FSM Incentive Plans

Manage incentive plans specifically designed for Field Sales Managers

Search FSM plans...

Filter by Status

Plan Name	Status	Source	Period	Budget	FSM Participants	Actions
Q4 PSI Plan	Inactive	FSM SYSTEM	Sep 29, 2025 - Oct 9, 2025	1,200	1 FSM	View Details
test	Inactive	FSM SYSTEM	Dec 16, 2025 - Dec 31, 2025	10,000	1 FSM	View Details
plan 10	Active	FSM SYSTEM	Sep 30, 2025 - Oct 14, 2025	12,000	2 FSMs	View Details
Dec 25	Active	FSM SYSTEM	Nov 30, 2025 - Dec 5, 2025	50	2 FSMs	View Details
New test	Active	FSM SYSTEM	Nov 14, 2025 - Nov 29, 2025	12,000	2 FSMs	View Details
New plan test	Active	FSM SYSTEM	Sep 27, 2025 - Sep 29, 2025	1,000	1 FSM	View Details

Sales Review Dashboard

Review and approve sales submissions from your plan participants

Pending Review	Total Pending Value	Active Participants
10	**SAR 2,822.00**	**1**

Pending Sales (10)

☐ Select all (9 with invoices)   ✦ Auto Review Selected

⊠ **test**   ⏱ Pending

👤 System   📅 Dec 16, 2025   📍 Central

Model ID	Quantity	Unit Price	Total Amount
EC-DSH-031	📦 2	SAR 0.00	**SAR 20.00**

Shop/Location
ADVANCE MODERN Military Road

Participant Details
System
Manager • s@s.com

✓ Approve   ⊗ Reject

IAM System to manage the Acsess level