



Bazuca.com
Santiago de Chile, Chile
www.bazuca.com

Industry:

Retail/Distribution

Annual Revenue:

USD\$1 Million - USD\$10 Million

Employees:

Less than 150

Oracle Products & Services:

Oracle Database
Oracle Developer Suite

Bazuca.com

Bazuca.com is the largest online store in Chile to deliver videos to customers' living rooms. Its core business focuses on three categories: videos and consumer products. From its two distribution centers, Bazuca.com serves 45% of the city of Santiago de Chile, promising delivery in less than one hour. Bazuca.com also offers customers Kodak digital film processing and printing and pizza delivery from Domino's.

Challenges

- Acquire a system that efficiently manages and supports the online video sales and rentals
- Ensure appropriate logistics so orders can reach their destination in less than an hour
- Lacked ability to manage online inventory

Solution

- Implemented Oracle Developer Suite to systematize release of orders and invoice processes
- Centralized online inventory management, creating a precise record of product availability
- Using Oracle Developer Suite, developed a purchase order system that systematized the receipt of products from vendors
- Developed new modules for personnel management with Oracle Developer Suite, including timetable and wage payment scheduling
- Centralized customers' information, giving staff a profile of the customer's purchase history and allowing them to conduct queries