

One Odoo Backbone for Stores, Digital Commerce & 70+ Pet SPA Centres

End-to-end functional implementation connecting retail stores, online channels, marketplaces, logistics, customer wallets and SPA subscriptions.

100+	70+	5+	20K+
Retail stores	Pet SPA centres	Digital / marketplace channels	SKU catalogue

BUSINESS COVERAGE

Retail stores • Shopify • Mobile App • WhatsApp • Amazon • Flipkart • Halfpay • Pet SPA

CORE ODOO SCOPE

Accounting • Inventory • Purchase • Sales • POS • Logistics • Integrations

"Use Odoo as the operational backbone, while customers can buy, redeem, return and receive services across multiple channels."

The project focused on unifying physical retail, digital commerce and pet-service operations instead of allowing each channel to become a separate process.

01 | BUSINESS CONTEXT & CHALLENGE

Business Context & Challenge

Earth Paws Private Limited operates a large omnichannel pet-care ecosystem with more than 100 retail stores, more than 70 Pet SPA centres and multiple digital sales channels. Customers can purchase through Shopify, mobile applications, WhatsApp and marketplaces including Amazon, Flipkart and Halfpay.

The implementation objective was broader than ERP configuration

The business needed Odoo to act as the common operational layer behind different customer touchpoints. Orders, stock, pricing, payments, returns, fulfilment, logistics and service-related balances had to remain consistent regardless of where the transaction originated.

- Multiple online and marketplace channels created a need for reliable order and inventory synchronization.
- Retail stores required a common pricing, promotion, liquidation and wallet framework.
- Pet SPA subscriptions needed to behave as advances and be redeemed against completed services.
- Returns needed a controlled process connecting physical inventory movement with credit-note creation.
- Logistics needed integration with ClickPost for delivery execution.
- Multiple companies, branches and partners required coordinated SO-PO and inventory movement.
- A 20,000+ SKU catalogue made standard product maintenance workflows inefficient for the operating scale.
- Management required consolidated sales, inventory, finance and compliance visibility.

The core design challenge

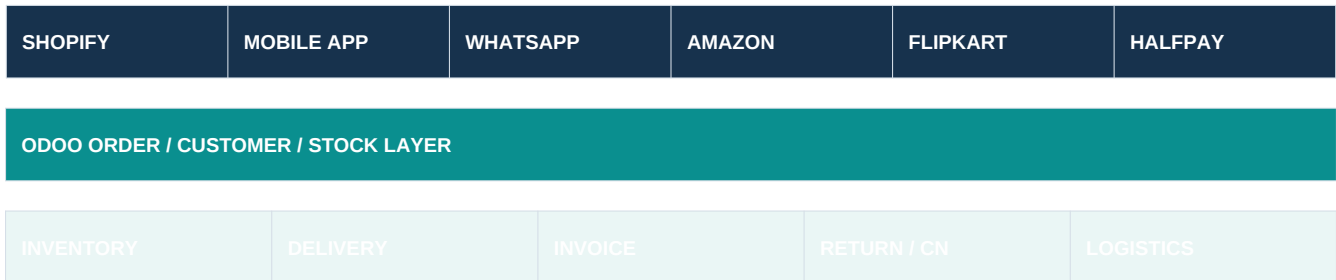
The key question was not simply how to connect each platform to Odoo. It was how to make all channels behave consistently while keeping Odoo as the system of record for operational and financial processes.

RETAIL	WEBSITE / APP	MARKETPLACES	WHATSAPP	PET SPA
100+ stores	Shopify + mobile app	Amazon + Flipkart + Halfpay	Techmonk AI	70+ centres

02 | OMNICHANNEL COMMERCE ARCHITECTURE

Omnichannel Commerce Architecture

The implementation connected multiple customer acquisition and sales channels to Odoo while preserving a common fulfilment, inventory and financial workflow.



Channel Integrations

- Shopify integration with Odoo for online order and commerce synchronization.
- Mobile application integration with Odoo.
- Amazon, Flipkart and Halfpay synchronization with Odoo.
- WhatsApp integration through Techmonk AI.
- ClickPost logistics integration for delivery fulfilment.

The functional objective

Each integration was treated as part of a business process rather than an isolated API connection. Order creation, inventory availability, fulfilment, invoicing, returns and logistics were designed to work as connected states.

Automatic invoicing with delivery validation

Invoice creation was tied to delivery validation so the financial transaction could follow an operationally confirmed fulfilment event, reducing dependence on manual invoice creation.

03 | RETAIL OPERATIONS, WALLETS & PET SPA

Retail Operations, Wallets & Pet SPA

The retail layer required more than standard POS configuration. The implementation introduced custom functionality for customer balances, promotions, gift cards and store-specific commercial processes.

Wallet Management

A wallet management functionality was created using Odoo as the underlying system. The wallet could operate across retail stores, the mobile application and the website, giving the business a common customer-value mechanism across physical and digital touchpoints.

RETAIL STORE	MOBILE APP	WEBSITE
Wallet use	Wallet use	Wallet use

Shopify Gift Card Integration

Shopify gift cards were integrated so their value could be recognised and used across the mobile application and retail stores, helping bridge online-originated customer value with physical-store transactions.

Retail Pricing, Promotions & Liquidation

- Fully customised pricelist functionality for retail requirements.
- Custom promotion rules to support store-level commercial campaigns.
- Liquidation functionality for controlled clearance of products.
- A design intended to handle the complexity of a large retail catalogue rather than relying entirely on standard workflows.

Pet SPA Subscription Management

Pet SPA subscriptions were modelled as advances that could be redeemed when services were completed. This provided a controlled relationship between subscription purchase, customer balance and service consumption.

SUBSCRIPTION PURCHASE	ADVANCE BALANCE	SPA SERVICE	REDEMPTION
-----------------------	-----------------	-------------	------------

04 | INVENTORY, RETURNS & INTER-COMPANY OPERATIONS

Inventory, Returns & Inter-Company Operations

Return Management

Returns were designed as an operational and accounting workflow rather than a warehouse-only transaction. The objective was to simplify inventory return while keeping the financial consequence connected through credit-note creation.

- Controlled return initiation and processing.
- Efficient inventory receipt of returned items.
- Simplified credit-note creation.
- Consistent linkage between return quantities and financial documents.

RETURN REQUEST

INVENTORY RETURN

VALIDATION

CREDIT NOTE

SO-PO Synchronization & ICT

The solution included efficient synchronization of sales and purchase transactions across companies, branches and partners, including SO, PO, lot, expiry and quantity information. ICT workflows supported smooth movement of products between warehouses within a branch or across company structures within the state.

- SO-PO synchronization across relevant business entities.
- Propagation of lot, expiry and quantity information.
- Inter-company and inter-branch movement support.
- Structured internal stock transfer processes.

Automatic Lot Generation

Lot numbers were automatically generated using operational attributes including warehouse, date, product and the number/timing of GRNs. This provided a consistent identification approach for incoming stock.

Large-Scale Catalogue Management

With more than 20,000 SKUs, standard product maintenance workflows were not sufficient for the operating scale. A smoother catalogue management workflow was implemented to make high-volume product administration practical.

05 | LOGISTICS, REPORTING & OPERATIONAL CONTROLS

Logistics, Reporting & Operational Controls

ClickPost Logistics Integration

ClickPost was integrated into the fulfilment process so orders could move from Odoo-based operational processing into delivery execution with less manual intervention.

ORDER	DELIVERY VALIDATION	CLICKPOST	CUSTOMER DELIVERY
-------	---------------------	-----------	-------------------

Management & Compliance Reporting

More than 15 reports were provided across sales, inventory and accounting, with an emphasis on management visibility and compliance-oriented information.

SALES	INVENTORY	ACCOUNTING
Order and fulfilment visibility	Stock and movement visibility	Financial and compliance visibility

Single-Click Purchase Returns

Purchase returns were simplified so users could initiate the operational return and generate the corresponding debit note through a controlled workflow, reducing repetitive manual accounting work.

The operating model

The implementation established Odoo as the central operational layer while allowing specialised customer-facing platforms to continue serving their individual purposes.

- Customer-facing channels remain specialised, while Odoo centralises the underlying operational records.
- Inventory and fulfilment processes remain connected to sales and financial transactions.
- Retail, digital commerce and SPA operations can share common customer and financial mechanisms where required.
- Reporting provides management visibility across otherwise fragmented channels.

06 | BUSINESS IMPACT & PORTFOLIO POSITIONING

Business Impact & Portfolio Positioning

CHALLENGE	SOLUTION
Multiple sales channels operating independently	Integrated Shopify, mobile app, WhatsApp, Amazon, Flipkart and Halfpay workflows with Odoo
Retail and digital transactions needed consistent customer value	Common wallet functionality across stores, website and mobile app
Gift card value could remain channel-specific	Shopify gift card usage integrated across mobile app and retail stores
SPA subscriptions required controlled consumption	Subscriptions managed as advances and redeemed against completed services
Returns required both stock and financial processing	Integrated return management with inventory receipt and CN workflow
Large catalogue made standard maintenance inefficient	High-volume catalogue workflow designed for 20,000+ SKUs
Marketplace fulfilment required logistics coordination	ClickPost integrated into the delivery process
Complex company / branch stock movement	SO-PO synchronization and ICT workflows with lot, expiry and quantity
Management needed cross-functional visibility	15+ management and compliance-oriented reports

The bigger win

The value of this implementation was not simply adding integrations. It created a common Odoo operating backbone for a business where customers can interact through stores, websites, apps, WhatsApp and marketplaces, while also consuming Pet SPA services. The solution connected those touchpoints to inventory, fulfilment and financial controls.

Functional consulting contribution

This project demonstrates the ability to translate a complex omnichannel business into Odoo processes, decide where standard functionality is sufficient, identify where custom workflows are necessary, and connect operational requirements across retail, e-commerce, inventory, logistics, accounting and service operations.

OMNICHANNEL	RETAIL	PET SPA	ODOO CORE
Shopify • App • WhatsApp • Marketplaces	Stores • POS • Wallet • Promotions	Subscriptions • Advances • Redemption	Sales • Inventory • Purchase • Accounting

ODOO FUNCTIONAL CONSULTANT | OMNICHANNEL ERP & BUSINESS PROCESS DESIGN

I specialise in analysing complex business processes and translating them into practical Odoo solutions across retail, e-commerce, inventory, logistics, finance and service operations, including targeted integrations and custom workflows where standard Odoo is not enough.