TRACKING

Pelle Innovation & Tech House

Supply chain contains suppliers,manufacturers,logistic,stores,distribution centers, wholesalers, retailers and consumers. In fact the main objective of each supply chain is to satisfy customers needs and the implication of this process could be increasing profits for firms and other participants involved in chain.

Broadly speaking the route of material from suppliers to manufacturers and then to distributors and retailers and ultimately to end customers through-out the chain, demonstrates the trajectory of supply chain activities.

Since supply chain is dynamic and there is a constant flow of information, money and products across its stages, this is important to note that these ongoing flows are in both directions of supply chain, while it has been traditionally assumed that product flow is toward customer and money flow is toward suppliers.

There is no precise statics about Iran's supply chain's value available but ac-cording to investigation done, 64% of final price of imported products and 55% of final price of country products are the additional costs imposed on the products.

The largest food traceable system available is being transferred to block-chain. We strive to improve food security, fight against corruption, promote fair trade, and build trust between food suppliers,chain companies,consum-ers and authorities in developing markets.

We believe that
building a sustainable business on
food security is very efficient.

What is tracking project:

Tracking product, is a solution for tracking livestock and diary(from farm to house) and fresh food that focuses more on developing markets. As an approach, it tracks material from farm to customer's house and also Provides consumers, supply chain companies, and authorities a tool with access to food history and product quality assessment.

tracking, provides physical ID(barcode) tool, mobile application and web-based software solutions with low cost payment and longterm contracts.

Tracking, is charged in order to purchase physical goods ID (barcodes), access to transaction information in the system and customer services. Our clients are government, private companies and professional organizations.

Tracking has been designed and optimized regarding the existing conditions, constrains and customers needs in Iran. Despite using modern technologies, it is the cheapest solution available and doesn't require any equipment.

Its business version has been implemented according to developing countries and creates profitable business. Our accurate and practical guideline, guarantees scalability in order to apply in other countries

objectives:

1- Making the food industry more transparent and specific.

2- Democratizing the access to food information.

3- Reducing the scale and effects of epidemic illnesses and counterfeit food in developing countries around the world.

4- Building habits in people by encouraging consumers to conscientiously behave about the health of products (beyond marketing slogans).

5- supporting small farms to operate and compete more.

6- increasing the level of health control of livestock and diary products.

7- providing an infrastructure for brands in order to build trust and credibility for consumers.

blockchain:
 Why does tracking require blockchain?

1- Not editable
The data provided by supply chain participants should not be editable. Because of the considerable mistrust and suspicion between consumers, supply chain companies and authorities, Only unchanged technical supplies and food quality data can build trust

2-Public access to safety information:
Because food safety data should be available to everyone.
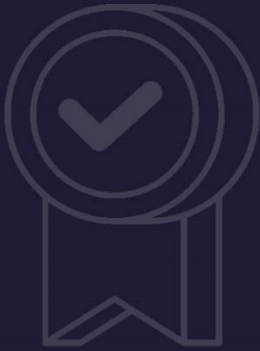
3-Eliminate inequality:
Since economic inequality is one of the biggest social problems, we need a technology that enables access to data, knowledge and income.

4- Fight against corruption.
Corruption is a global economy problem, and the food sector in developing countries is one of the sectors mostly in risk.

Advantages of tracking

credibility
Blockchain is a tool for providing a non-corrupt, unalterable list, along with a food safety alert system, which results of trust among consumers, authorities and supply chain companies.

optimizing costs
To reduce costs, tracking does not require expensive equipment or company integration. The cost of tracking an item (eg dairy) can be less than $ 1000 per chain.
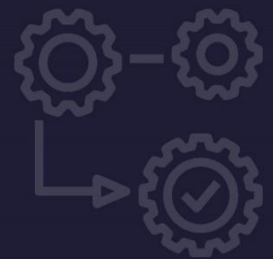
customer collaboration
We offer a mobile app and a token-based incentive system to consumers to act more conscious when buying fresh food.

pragmatism
shifting supply chain processes takes time. Tracking requires no disruption to current contracting methods and could expand them with reliable technologies.

Advantages of tracking

refund
Supply chain participants can receive refunds to provide more information on food safety. It is important that farms are committed to providing appropriate tracking data.

Interoperability
tracking can be used as a full-scale tracking solution as well as a trading list on an existing tracking system or ERP. In each case, we configure the system to follow custom elements in customer processes.

flexible business and financing models
tracking can be implemented by a government or institution in a B2G model or by companies (eg food producer) in a B2B model.
tracking is implemented in a model that requires minimum investment.

building transparency in supply and demand
Building transparency in supply and demand will lead to optimization of costs such as: warehousing costs, manpower and transportation.

Middle-East Office

27 Javid Street, Valiasr Avenue, Tehran, Iran

+982188907750

PELLE