

Kefi Store

and Zoho Creator:

Weaving ropes using low-code



Kefi Store
Lifestyle - Interiors - Gifts

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The company

Kefi Store is a rope manufacturing company based in the United Kingdom. They make natural and synthetic ropes, cords, and braids. Andrew Cumpstone founded the company in November 2022 along with his wife, Heather.

Kefi Store is the most recent endeavor by the Cumpstones in their foray into the rope making world. In February of 2018, the couple founded the The Wensleydale Rope Emporium. This transformed into The Land of Rope and Glory, LOR&G, eventually rebranded by Andrew into Kefi Store in 2022. The word "Kefi" means "spirit of joy" in Greek, in which one expresses good times and passion for life.



The challenge

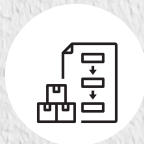
With Cumpstone's previous employer, he noticed the following process issues:



They were using spreadsheets for stock management. Over time, spreadsheets became bloated and it was hard to scroll through thousands of rows of data.



Three people answered phone calls to process incoming orders. This was a lot of manpower expended just for answering incoming calls.



People in the production department noted the incoming orders. This prolonged the order management process.



The orders then had to go back to the office for invoicing. This led to more back and forth between the various internal departments.

Ecommerce was a distant dream. Eventually, these complicated and protracted manual processes didn't bode well for the company, and it soon shut down.

Cumpstone realized his previous employer had employed a lot of staff, despite the actual requirements. Wanting to continue the same work without so much manpower, he realized he could continue manufacturing the same products with little assistance, possibly enlisting the help of his wife, Heather, to assist him.



His objectives were:



To create a digitized manufacturing company powered by software which would streamline and optimize the manual processes mentioned above for trade customers.



To provide a seamless online shopping experience for retail customers, instead of having them wade through the company's personnel and processes to place an order.

The solution

The Cumpstones created an ecommerce store using a popular online commerce website service. When they bought the domain address for Kefi Store, there was the option to choose the email provider, which was where they saw Zoho Mail listed. They started using Zoho Mail by chance, and they liked it, leading them to explore other Zoho products, and signing up for Zoho Projects.

Kefi Store used Zoho Projects to take care of the machinery aspects of the business. Cumpstone started looking for a database-like solution to run Kefi Store's unique business processes. This search led him to Zoho Creator.



He evaluated the platform, and found its intuitive user interface allowed him to build a fully functional prototype in only a few hours. Realizing he could automate Kefi Store's processes on the Creator platform, he built the Kefi Store application in a few days.

The Kefi Ropes application

The Kefi Store Zoho Creator application, Kefi Ropes, has the following components:



The dashboard

It has three panels:

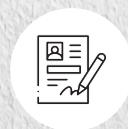
- 🗄️ **Orders submitted:** Displays the total of the value of the orders submitted.
- 🗄️ **Orders in production:** The value of the orders in production.
- 🗄️ **Outstanding balance:** Displays the current outstanding balance of funds.

The dashboard also has a purchase history list view component, which displays the purchase order number (PO Number), order date, and the products ordered.



The braid cost report

This report calculates and displays the braid costs based on the sale price, sheath cost per meter, and unit of measure. The internal reference code of the braid is also captured in this report.



Company details form

Kefi Store uses this form to capture the complete information of its trade customers.



The price list report

This report shows the internal code used for a cotton rope, a description of the cotton rope's strand information, the unit of measure, and the cost price.



Purchase order form

Kefi Store uses this form to capture purchase orders from customers. The form captures the name of the person ordering, the delivery address, the purchase order (PO) number, the order date, the order status, invoice number, invoice date, and user name. It also has a products subform which captures the code, color/pattern, unit of measure, and quantity.



The Kefi Store customer portal

This uses the portal feature of Zoho Creator to provide customized insights to store customers about their purchases.

Apart from the Kefi Ropes application, Cumpstone has also built a secondary application on Zoho Creator to use for sourcing and purchasing raw materials.

He integrated these two applications with each other seamlessly.

Benefits and ROI

The integration between the two Zoho Creator applications is such that there is now no need to check inventory manually, or prices every few weeks, or even months.

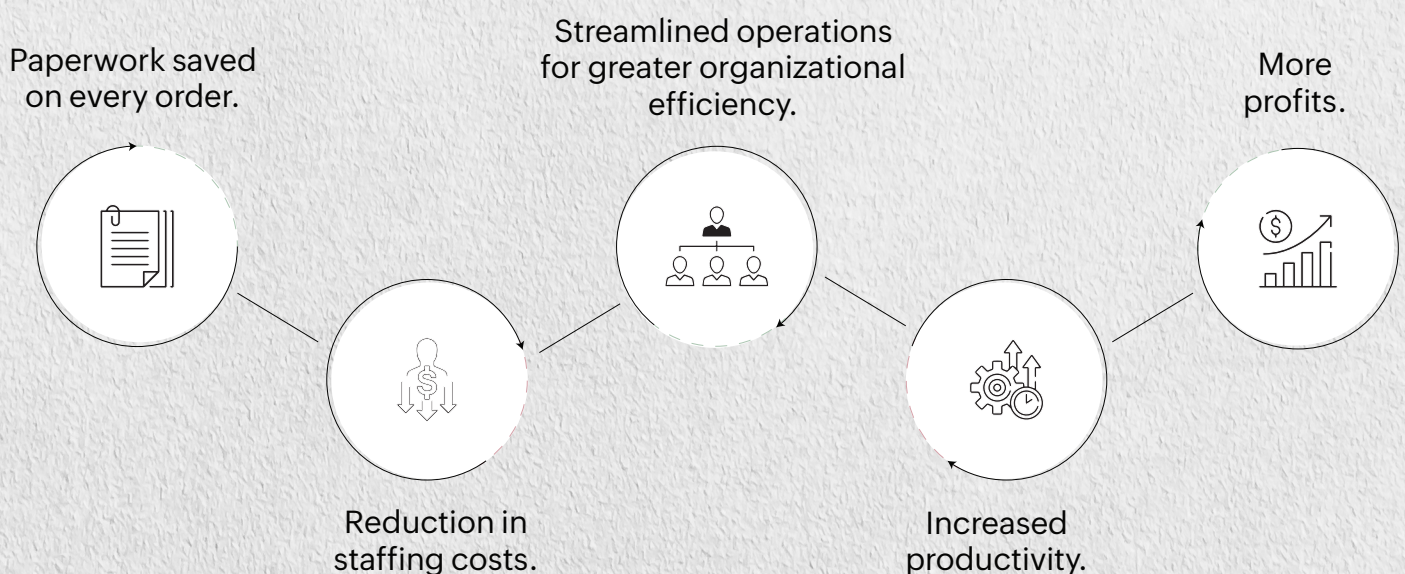
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Zoho Creator performs the work of multiple people. Instead of employing three people full time to manage incoming orders and calls, we use the Zoho Creator application which automates this for us.

— Andrew Cumpstone, Founder, Kefi Store

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The other benefits Kefi Store has reaped from the Zoho Creator applications are:



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The fact that you can have an online portal on Zoho Creator that your client base can access to view their order information is nifty. This saves us a lot of back-and-forth exchanges with our customers which used to cost a lot of time and money.

— Andrew Cumpstone, Founder, Kefi Store

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The Zoho Creator application has enabled Kefi Store to migrate from phone calls and email threads to a single unified interface.

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With Zoho Creator, people can just place an order when it's convenient for them and we'll process it immediately.

— Andrew Cumpstone, Founder, Kefi Store

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Looking forward

The Cumpstones have planned a lot in the future for Kefi Store, leveraging Zoho Creator's integration capabilities.



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We will make it so that—powered by Zoho Creator applications—our accountants can remotely and automatically process our end of year accounts, eliminating manual effort.

Right now, our customers are placing orders through the Creator portal. We manually perform tax computation for these orders. In the future, we would like to turn those orders into invoices in the Creator app and then the Creator app can then integrate that into a format our accountants can use to do our end-of-year and tax returns automatically.

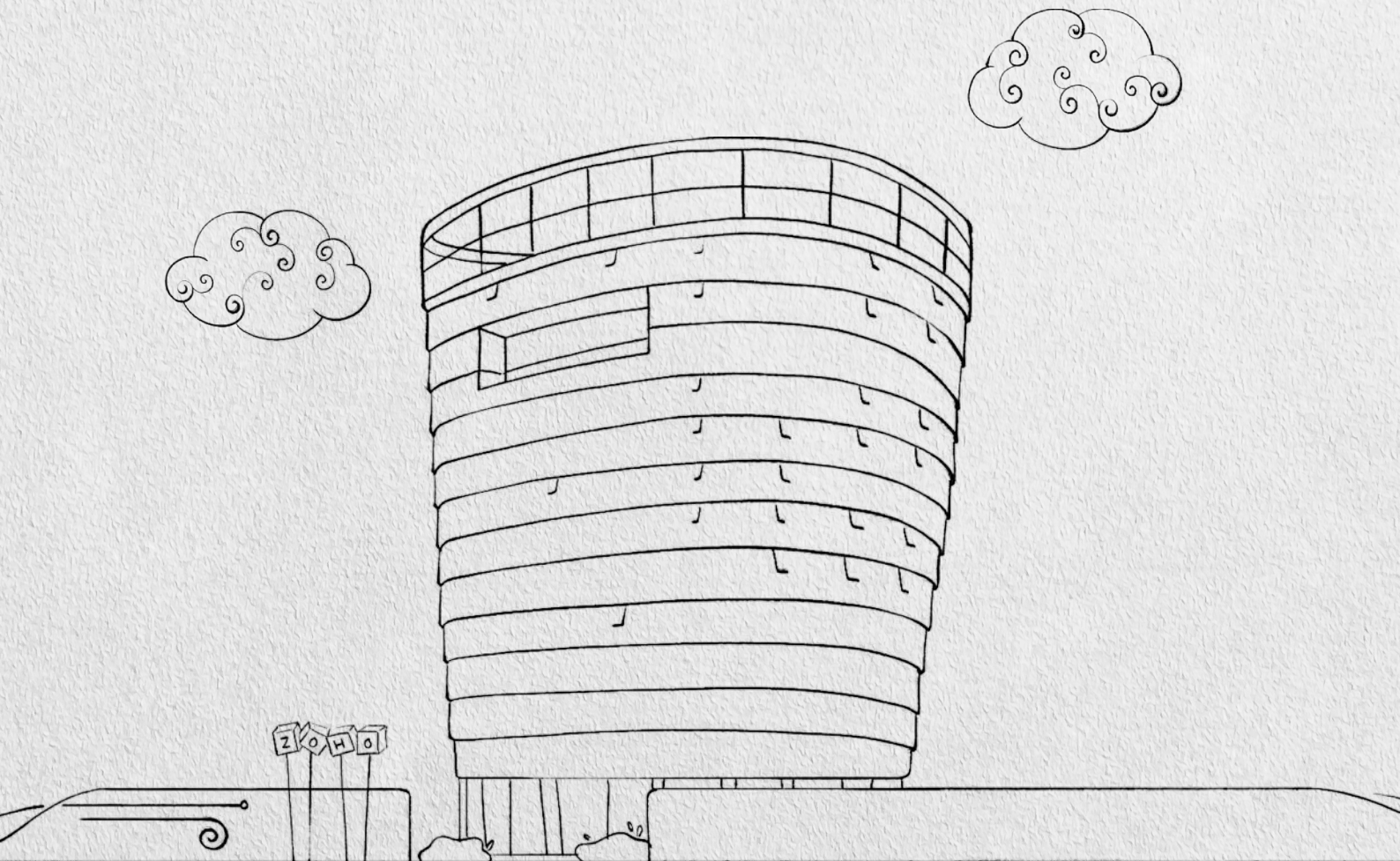
— Andrew Cumpstone, Founder, Kefi Store

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About us

At Zoho Creator, we've always worked towards a single purpose—empowering users to build functional apps with minimal coding expertise. We've helped **14,000+** brands create bespoke solutions and improve their end-to-end operations across a variety of industries. With over **16 years of experience** in catering to **B2B and B2C organizations**, we have the best tools in the trade to help you improve your business.

You can get started with Creator by visiting our **signup page**. You can also check out our **prebuilt apps** to get started right away.





www.zoho.com/creator

We'd love to talk!
Reach out to us

hello@zohocreator.com



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