

TROPIAVO LTD

CASE STUDY

How TropiAvo digitized end-to-end avocado operations using Zoho Creator

Agriculture & Farming | Tanzania
Zoho Creator | Qscript Software Pvt Ltd
Project completed: 30 June 2026

Overview

TropiAvo Ltd is a Tanzania-based agribusiness specializing in avocado sourcing, packhouse operations, edible oil extraction, and international exports. Its operations span field procurement, fruit processing, oil production, procurement, administration, and export activities.

Qscript Software Pvt Ltd implemented a custom enterprise application using Zoho Creator to centralize these workflows. The completed solution covered field officer operations, packhouse ERP, oil factory ERP, procurement and CWIP, HR and attendance, CRM-related processes, export management, and operational dashboards.

At a Glance

Customer	TropiAvo Ltd
Industry	Agriculture & Farming
Location	Tanzania
Primary Zoho Service	Zoho Creator
Application Users	2
Project Duration	15 December 2025 – 30 June 2026
Third-Party Integration	SendGrid
Partner	Qscript Software Pvt Ltd

Key Takeaways

- Centralized ERP-style application on Zoho Creator.
- Digitized field procurement, packhouse, oil production, procurement, HR and export workflows.
- Improved operational traceability through centralized records.
- Structured workflows and dashboards for management visibility.
- SendGrid integrated for application-driven email communication.

Executive Summary

TropiAvo Ltd operates across the agricultural value chain from avocado sourcing through processing and export. The business operates field procurement teams, a fruit packhouse, an oil extraction facility, and export logistics.

The project addressed disconnected operational processes, manual production and inventory tracking, limited traceability, fragmented procurement and HR processes, and the absence of centralized operational dashboards.

Qscript approached the engagement as a business-process digitization initiative. The team mapped the operational lifecycle, designed a modular application in Zoho Creator, developed the required workflows, integrated SendGrid for email communication, and completed testing, user acceptance, training, and deployment.

The resulting platform established a centralized operational environment covering field procurement, fruit intake, grading, packing, cold-room operations, oil production, tank management, procurement, HR, CRM-related processes, and export activities.

No customer testimonial was available for publication, so no customer quotation has been fabricated.

Problem Statement and Key Challenges

TropiAvo's operating model requires information to move reliably between field teams, processing operations, procurement, administration, and management. Before the implementation, these activities were not supported by one integrated operational platform.

- Disconnected processes across field collection, packhouse and factory.
- Manual production and inventory tracking.
- Limited traceability across procurement, production and exports.
- Fragmented procurement, HR and finance-related processes.
- Lack of centralized operational dashboards.
- Need for structured field capture including GPS and photographs.

Project Objective

The objective was to establish a scalable digital operating platform that connected major stages of TropiAvo's business while supporting the specific workflows required for agricultural procurement, processing, production, and export.

Evaluation of the Problem

Qscript evaluated the operational lifecycle before defining the application structure. The business was divided into functional areas so that each activity could be represented within a common data model and workflow structure.

Area	Evaluation Focus
Field Operations	Supplier registration, fruit collection, GPS/photo capture and field data
Packhouse	Fruit intake, sorting, grading, packing, cold room and export preparation
Oil Factory	Production, tank management, yield calculation and export allocation
Procurement & CWIP	Procurement records and capital work-in-progress
HR & Attendance	Employee and attendance workflows
Export & CRM	Customer and export-related processes
Management Reporting	Operational KPIs and dashboards

This evaluation led to a modular Zoho Creator architecture in which operational teams could work within dedicated modules while management could access consolidated information.

Proposed Solution

Zoho Creator was selected as the primary platform because the project required a highly customized ERP-style application spanning multiple operational domains. Its low-code application model enabled Qscript to create purpose-specific workflows while maintaining a unified cloud platform.

Field Officer Application

Mobile-oriented workflows for supplier registration and fruit collection, including GPS and photo capture.

Packhouse ERP

Digital management of fruit intake, sorting and grading, packing, cold-room activity and export preparation.

Oil Factory ERP

Production workflows covering oil processing, tank management, yield calculation and export allocation.

Procurement & CWIP

Centralized procurement and capital work-in-progress processes.

HR & Attendance

Digitized employee and attendance-related workflows.

CRM & Export Operations

Structured customer and export-related processes within the broader application environment.

Management Dashboards

Centralized reporting and KPI visibility for operational monitoring.

SendGrid Integration

SendGrid was implemented as the third-party email delivery service for application-driven communication. The Zoho Creator application can trigger email communication through the configured SendGrid service, reducing reliance on manual email handling.

Implementation

The project followed a phased Agile implementation approach combining business-process mapping with iterative development and validation.

Phase	Activity
1	Discovery
2	Business Process Mapping
3	Solution Design
4	Application Development
5	SendGrid Integration
6	Testing
7	User Acceptance Testing
8	Training
9	Go-Live

Implementation Complexity

The implementation was complex because multiple operational domains had to be represented within one application while maintaining consistent data and workflow relationships across procurement, processing, production, HR, CRM and export activities.

Services Provided

- Business-process mapping and solution design
- Custom Zoho Creator development
- Workflow automation
- SendGrid integration
- Testing and UAT support
- User training and production deployment

Results

The completed implementation established a centralized Zoho Creator ERP platform for TropiAvo's operational lifecycle. Previously disconnected processes were brought into a common digital environment with structured workflows for the teams using the application.

- Structured digital field procurement and collection workflows.
- Dedicated packhouse workflows for intake, grading, packing, cold room and export preparation.
- Digital oil production and tank-management workflows.
- Centralized procurement, CWIP, HR, CRM-related and export processes.
- Centralized operational information for management monitoring.
- Application-driven email communication through SendGrid.

Before and After

Before	After
Disconnected operational processes	Centralized Zoho Creator ERP
Manual production and inventory tracking	Structured digital workflows
Limited process traceability	Centralized operational records
Fragmented administrative processes	Unified modules within one application
Limited management visibility	Centralized dashboards and KPI reporting
Manual email communication	Application-driven SendGrid communication

The available project documentation does not contain verified percentage improvements, revenue figures, lead-conversion figures, or time-savings measurements. This case study therefore does not make unsupported numerical performance claims.

Business Impact

Operational Visibility

TropiAvo gained a centralized operating layer across procurement, processing, production, HR and export activities, providing a more consistent view of operational activity.

Traceability

Structured records improve the ability to follow operational information across key stages of the avocado lifecycle.

Process Standardization

Digitized workflows provide a consistent method for capturing and processing operational information.

Management Reporting

Centralized dashboards and KPI reporting provide a structured mechanism for monitoring operational performance.

Scalability

The modular Zoho Creator architecture provides a foundation for additional automation, integrations and operational enhancements.

Business Impact Summary

Business Area	Impact
Procurement	Centralized procurement and field collection workflows
Production	Structured packhouse and oil factory operations
Traceability	Centralized records across key operational stages
Management	Improved visibility through dashboards and KPIs
Communication	Integrated application-driven email delivery
Scalability	Extensible platform for future digital initiatives

Technical Highlights

- Custom Zoho Creator ERP architecture
- Role-based operational modules
- Mobile-oriented field data capture
- GPS and photo capture
- Production and inventory workflows
- Workflow automation
- Management dashboards and KPI reporting
- SendGrid third-party email integration
- Testing, UAT, training and production deployment

Why Zoho Creator

The project required a business application capable of adapting to TropiAvo's specific agricultural and processing workflows rather than imposing a rigid off-the-shelf process. Zoho Creator provided the flexibility to model those workflows, automate processes, connect operational data, and create a scalable cloud application.

Future Roadmap

Potential future enhancements may include deeper machine and IoT connectivity, weighing-scale integrations, advanced analytics, additional field automation and other process enhancements. These areas were outside the completed implementation scope.

About Qscript Software Pvt Ltd

Qscript Software Pvt Ltd is a technology and digital transformation company specializing in business application development and implementation using platforms such as Zoho. Qscript works with businesses to understand operational processes, design practical digital workflows, automate repetitive activities and build scalable business applications.

Zoho Expertise

- Zoho Creator application development
- Business process automation
- CRM and business application implementation
- Workflow and integration development
- Dashboards and reporting
- Custom low-code solutions

Customer Testimonial

Customer testimonial was not available at the time of publication. No quotation has been fabricated.

Call to Action

Looking to digitize complex business operations with Zoho? Qscript Software Pvt Ltd can help assess your existing processes, identify automation opportunities and design a scalable Zoho solution tailored to your business.

Website: www.qscriptsoftware.com

Publication & Accuracy Notes

This case study is based on the TropiAvo project scope document and the project submission information supplied for the Zoho Partner record. The supplied project record identifies Zoho Creator as the submitted Zoho service, Agriculture & Farming as the industry, SendGrid as the third-party integration, and two application users.

Zoho requires customer approval and consent before a case study is submitted or reused. Obtain the customer's written approval before publishing this document or submitting its URL to Zoho.

Where the project scope document describes integrations with other Zoho applications, this case study keeps Zoho Creator as the primary product focus to align with Zoho's case-study requirement to cover its flagship product(s).