

Studio Aroma

Project Summary

Studio Aroma is a B2B company providing scenting installations for hotels, restaurants, and luxury retail spaces. While the product offering was simple and the technical team was operational, the company was experiencing severe internal inefficiencies that directly impacted revenue and cash flow.

The project focused on redesigning the company's operational, commercial, and financial ecosystem by implementing a unified technology stack combined with operational and financial consulting.

Objectives

- Restore control over sales, billing, and recurring revenue
- Unify commercial, operational, and financial processes
- Improve visibility into cash flow and business performance
- Reduce operational losses caused by lack of follow-up
- Create a scalable operational foundation for growth

Initial Ecosystem

- Active sales and installations without structured follow-up
- Invoices not being issued or collected consistently
- Disconnected teams across sales, operations, and management
- No centralized CRM or financial visibility
- Lack of clarity on where revenue leakage was occurring

Key Challenges

- Sales and operations were not aligned
- No post-installation tracking for recurring billing
- Manual and fragmented processes
- Management decision-making blocked by lack of reliable data
- Misalignment at the leadership level slowing execution

Solution Approach

- Design and implementation of a unified CRM system

- Integration of the company website directly into the CRM
- Creation of sales dashboards and operational tracking panels
- Automation of post-installation follow-ups and recurring billing workflows
- Internal audit of expenses, collections, and revenue flows
- Operational and financial consulting to realign processes and responsibilities

Scope of Work & Role

I acted as both operational and technology lead, combining CRM implementation, system design, and process optimization with financial and operational consulting.

My role focused on identifying revenue leaks, simplifying execution, restoring visibility across the business, and enabling management to make informed decisions based on real data.

Final Deliverables & Outcome

- Unified CRM connected to web and sales operations
- Automated follow-up and billing processes
- Clear visibility into cash flow and operational performance
- Significant reduction in revenue leakage
- Simplified and scalable operational structure