

A SWEET SUPPLY CHAIN

How Madaq Scaled Retail Operations with Becosoft and the MT93 Megattera Pro Angled Shooter.

Founded on a passion for craftsmanship and distinctive North African flavors, Madaq quickly evolved from a boutique chocolate concept store into one of the Netherlands' fastest-growing specialty retail brands. With 15 stores across the country and international ambitions on the horizon, growth came rapidly—and so did operational complexity.

Inventory management became increasingly difficult across multiple locations, operational visibility declined, and the lack of centralized real-time data made it harder to scale efficiently while maintaining the premium customer experience Madaq is known for.

Together with Becosoft and Newland's MT93 Megattera Pro Angled Shooter, Madaq scaled its supply chain and can continue to support its growth across the region.



Would you like to know more?

[See here how they've done it](#)

Before and After



Challenges

- Scalable solution for fast growth
- Lack of clear insights and data
- Fragmented systems for different steps



Results

- Consolidated operations across multiple stores
- Transparent and real-time data
- Scalable and automated solution for a fast-growing business



Consideration Points and Features

- Integration with app
- Connectivity all around
- Future-proof specifications
- Longlasting battery
- Support from Newland