

Fast React Systems - Specialist Planning & Sourcing Solutions for the Apparel, Textile & Footwear Industries

South Indian Vertical Knitwear Manufacturer DeeCee Exports Increases Productivity with FastReact

DeeCee Exports is a vertical (composite) knit manufacturer producing all types of knitted garments for USA & European brands such as Tom Tailor, Charles Voegle, Trimountain, Republic, JLO, River Island, Diesel, Nymph and Fila. Established in 1994, they employ 1200 people in Tirupur, South India. DeeCee started to use FastReact Enterprise in November 2007.

THE DECISION TO INVEST

Mr. D. Venkatesh - C.E.O. Marketing explains why DeeCee adopted FastReact:

"We have invested heavily in the latest production technology for both fabric and garment production but it was clear we were not getting the maximum benefit from these investments. We were facing many communication and coordination problems between merchandising and production that were causing production losses and this meant we were failing to achieve plan & consistently deliver on time."

THE IMPLEMENTATION PROCESS

Mr. D. Varadarajan – C.E.O. Production explains how FastReact was implemented:

"Implementing FastReact is like any project, there are some hurdles to get over; the change process needs to be encouraged and monitored by senior management. But once my people started enjoying the benefits by using FastReact it took off very well."

"The implementation period was 3 months. After 6 months the team were using FastReact effectively and benefits were showing very clearly in many areas of our business performance."



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Mr. D. Varadarajan - C.E.O. Production



From left to right: Mr. Venkatesh (C.E.O. - Marketing), Mr. Raghavendra (Project Executive - FastReact), Ramesh (FastReact - India), Mr Varadarajan (C.E.O. - Production), Mohana (Head Of Planning), Juliet (Assistant Planner).

To find out more about how Fast React Systems can help your business, contact:

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Mr. D. Varadarajan continues: "Now even our clients are talking about FastReact, having seen the improvements in our performance after getting in the FastReact groove"

THE RESULTS

Mr. D. Venkatesh - C.E.O. Marketing comments on the benefits achieved:

"Inter-departmental relationships have improved tremendously, better coordination has meant our On Time delivery performance has improved.

We have also reduced non productive time enabling us to increase productivity by as much as 20%."

THE CONCLUSION

Mrs. V. Kamatchi - C.E.O. Finance:

"FastReact has provided an excellent return on investment already. The ROI is directly linked to minimizing Air Freight costs and improved productivity. We are now able to consistently achieve the delivery schedule and production plan which means we can achieve our budgeted cash flow.

In the future we see FastReact as a great supporting tool to help DeeCee in the constant battle to achieve higher productivity, reduce the cost of production and achieve budgeted profits."

Simon Gibson, Managing Director Fast React Asia concluded: "The fashion business is all about change, yet so many businesses are too slow to accept that they must change to ensure they have a sustainable future. As prices and lead times reduce businesses have to realise that if they continue to use the same old methods they will get the same old results... yet these results are not good enough to ensure they have a profitable future.

The benefits that DeeCee Exports have achieved illustrate that FastReact can deliver real cost saving QUICKLY through better planning, communication and control. These improvements can be made in just a few months of use and even in an SME like DeeCee are enough to repay the initial investment in less than 12 months and provide ongoing savings year after year."



Mohana, Head of Planning conducting a production meeting around FastReact

www.deeceeexports.com

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Mr. D. Venkatesh - C.E.O. Marketing

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