

UK: Gina Shoes adopts the Fastreact approach to planning

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Luxury shoe designer [Gina Shoes](#) Gina Shoes has implemented a new planning solution to provide visibility and control of its entire production process.

The system, from Fast React Systems Limited, means the company had been able to significantly reduce its material stockholding, whilst still meeting planned deliveries.

"We are now able to quickly plan (and re-plan) around all production constraints, material availability and lasting restrictions to obtain a realistic and achievable plan, whilst being able to ensure that we meet customer delivery expectations," explains Attila Kurdash, managing director at Gina Shoes.

Gina Shoes supplies a UK wholesale customer base in addition to its own retail stores and also has many overseas customers.

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