

Fast React Systems - Planning Software Solutions

Crystal Martin achieve rapid ROI through FastReact Planning

The Company

Crystal Martin, Sri Lanka, part of Hong Kong based Crystal Group, manufactures mainly lingerie and sleepwear for sole buyer Marks & Spencer. The company currently manufactures and exports around 3 Million garments per month from Sri Lanka, with some of the total manufacturing capacity being supplied by external contractors. To maintain full control over their orders, the Crystal Martin team plans even the subcontract suppliers in detail; effectively using FastReact to plan a total of around 200 sewing lines.



Crystal Martin International (UK)

The Solution

Crystal Martin invested in FastReact towards the end of 2007 following 2 years of steady growth, coupled with increasing demands from the customer to reduce lead times, improve flexibility and maximize sales opportunities on fast selling products.

Carl Morley, Supply Chain Director at Crystal Martin, Sri Lanka, says *"FastReact has given us full integration of our planning and pre-production activities as well as much improved visibility on WIP and potential delivery issues. In 2008 we have seen a 3.5% improvement on factory efficiencies due to improved planning and the ability to react quickly and earlier to supply issues, thus avoiding unnecessary line idling. Our first quarter of 2009 has seen a further 3% improvement in factory efficiencies – The proactive warnings that FastReact provides in advance of a problem has been key to managing this process more effectively."*

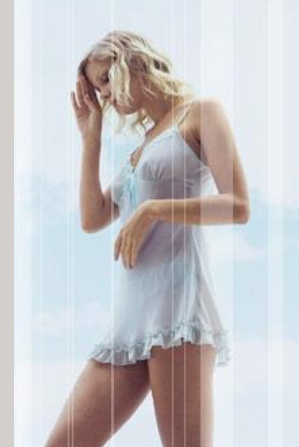
Dimitri Suraweera, Country Manager Fast React commented *"Typically, an apparel manufacturing company in Sri Lanka with 1,000 machine operators would save around US\$ 150,000 annually for every 3% improvement in productivity; for a factory with 3,000 machine operators this would mean savings in excess of US\$ 450,000 every year!!"*

The Conclusion

Carl goes on to describe how in addition to improving their processes, Crystal Martin, Sri Lanka, has also successfully reduced airfreight costs by 38% in 2008 and that the first quarter of 2009 has seen further improvement in this area. Since implementation of the 'Flow Planning Module' within FastReact, the business has been able to reduce their UK warehouse stock by approximately 15%. This was achieved by aligning the production plans to more closely suit the customer's requirements.

Andrew Brown, Managing Director Fast React Systems explains *"Crystal Martin's ability to work to shorter lead times and be more responsive to customer needs has helped the business to continue to grow. It is interesting to note that be it economic boom or gloom – increasing costs, shorter lead times and more demanding customers are something that apparel manufacturers have come to accept – In order to remain competitive it is absolutely necessary to improve your current business process. The only certainty in the fashion industry is that it is not going to get any easier!"*

Apparel manufacturers around the world are now realising that yesterday's tools and excessively manual technologies will not help them move forward – the smarter ones are looking to get ahead of the game by investing in solutions that have been proven to work within the apparel industry. FastReact is the obvious choice for any of these manufacturers – it's quick to implement, works with existing business systems and has been proven time and again to provide ROI in less than a year.



"FastReact has given us full integration of our planning and pre-production activities as well as much improved visibility on WIP and potential delivery issues"

Carl Morley - Supply Chain Director



Crystal Martin HQ in Sri Lanka

www.crystal-martin.com

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

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FastReact

What Our Customers Say About FastReact

Jintana Apparel Co Ltd (Thailand)

"Before FastReact, it has been a difficult and time consuming job for us to make a production plan for even 50 production lines, with FastReact, they help us make planning for over a 100 production lines a simple job. And there are lots more additional benefit that we are exploring".

Mr Purid Thanalongkorn, Managing Director

MAS Active (Sri Lanka)

"FastReact was the only tool on the market, which we found capable of meeting all our requirements; and the implementation timescale is impressive. This allows us to be operational with FastReact extremely quickly, delivering immediate benefits to the business."

Mr. Prasanna Jayasekera, Director Planning & Strategy

Crystal Group (Hong Kong)

"By selecting FastReact to work with our SAP business system and GPro shop-floor system, we have selected the Best of Breed applications to work together to provide the total solution for all our business needs. FastReact provides a highly visual, flexible and interactive means of manipulating all the essential planning elements of capacity, raw materials availability and critical path, in a single integrated solution."

Sherman Lau, President of Elegance Industrial Company Limited, Crystal Group

Textured Jersey (Sri Lanka)

"We researched our options for planning and concluded that FastReact was the best tool on the market by far. Most importantly it is not just a planning and scheduling tool, but also a business wide tool for improving visibility and coordination."

Mr. Shehan Witharana, General Manager Operations

VT Garment Co. Ltd (Thailand)

"We selected FastReact as it met all our requirements for a powerful planning tool, providing a garment industry specific solution that addressed and integrated the key planning areas of factory capacity and critical path not covered by our ERP business system. (FastReact) has enabled us to make real improvements in On Time Delivery and reductions in air freight. I would have no hesitation to recommend FastReact to other factories. If used correctly they should get a return on investment within 12 months."

Khun Orasri Lotharukpong, Deputy Managing Director

DeeCee Exports (India)

"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%.."

Mr. D. Venkatesh CEO Marketing

LT Karle (India)

"FastReact typically quotes a ROI of under one year. However, considering our monthly wage bill, a 2% improvement of our monthly efficiency (by just improving our planning) can provide a ROI under 3-4 months"

Gokal Chittaranjan, Chief Executive—Manufacturing

Whitehouse India (India)

"FastReact has brought discipline to the production planning process and all operations. Through better direction, monitoring of WIP and quicker and easier comparison of plan vs. actual we have been able to reduce bottlenecks in feeding the sewing lines resulting in improved productivity. With the FastReact plan we have percolated the info right from planning through to packing and hence expect to increase business (sales turnover) as we are now able to quickly and accurately assess availability of capacity for repeat or additional orders."

Mohamed Mukthar, Director of Marketing

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