

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

### Luxury shoe designer Gina Shoes adopts the FastReact approach to planning

#### The Company

In 1954, Gina Shoes was established by master shoemaker Mehmet Kurdash, creating handmade glamorous footwear. Today, his three sons, Attila, Aydin and Altan have continued in the tradition of dedication to beauty without compromising on quality. Their exquisite handcrafted footwear has earned a worldwide reputation for creative excellence. With stores on Old Bond Street and Sloane Street, Gina Shoes boasts one of the world's most exclusive shoe collections.

#### The Challenges

Gina Shoes route to market has changed; 15 years ago the business was primarily UK based with only UK wholesale customers. Today Gina Shoes still have a UK wholesale customer base but in addition to their own retail stores and many overseas customers.

These changes have resulted in the demands on the business changing more rapidly than ever before, it is imperative that Gina Shoes are able to react as quickly as possible to changes in demand in order to maintain and grow their market share.

#### The Solution

Gina Shoes have implemented a planning solution from Fast React Systems Limited, which has been fully integrated with the existing systems to provide visibility and control of the entire production process.

#### The Conclusion

Attila Kurdash, Managing Director at Gina Shoes comments, *"The FastReact approach to planning has provided us with much better visibility and enabled us to effectively plan the production process. Also, because we now have forward visibility of material requirements, we have been able to significantly reduce our material stockholding, whilst still being able to meet 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."*

Andrew Brown, Managing Director, Fast React Systems comments *"We are delighted that Gina Shoes has chosen the FastReact solution to help them to respond to the challenges facing the industry today. Our planning software has been developed specifically for the apparel & footwear sector and this, coupled with the industry knowledge of our consultants, means that we are able to deliver our planning solutions quickly and effectively."*



GINA

[www.gina.com](http://www.gina.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

## Quantum (UK)

"FastReact provides improved visibility, flexibility and responsiveness, support the decision making process and enable us to generate achievable plans".

Carl Pate, Finance Director

## Fogarty (UK)

"Direct, operational cost savings include an immediate £80K Sterling per annum saving, in addition to significant reductions in stock levels. Assisted by FastReact the planning team are now able to challenge stock policies and forward requirements. Further reductions are anticipated in the coming months."

Stewart MacDonald, Logistics Director

## Slimma (UK)

"We have been a satisfied user of FastReact for a number of years. It has enabled us to remain competitive in our very difficult market. The new highly visual system will build on the firm foundation that we have created in our business. It will enable us to work closer with our suppliers and react quickly to our customer requirements".

Chris Heath, Director

## Dewhirst (UK)

"Fastreact has enabled the closer coordination of functions within the business and this has facilitated a better materials planning process. This has directly resulted in the stockholding on materials being reduced by 40-50% (25-30 days stockholding down to an average of 15 days), at the same time as improving the raw material availability to the production floor. FastReact was surprisingly easy to install, and we have been very impressed with robustness and functionality provided by the software. Given the FastReact pedigree we expected a good planning system, but the flexibility and control provided by the FastReact Critical Path system was an unexpected bonus."

Glen Walker, Finance Director

## 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

## Australian Country Spinners

"Overall, the company has achieved greater flexibility and speed of response. Successful order completion against target in 2004 were 10% up on 2003. In the areas where the use of Fastreact is most focussed, from the Winding department through the Dyehouse and the Finishing area, lead times and work in progress levels have reduced by over 30% year on year."

Ian Brimblecombe, Manufacturing Services Manager

## LT Karle (India)

"Fast React 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

## Integra Apparels and Textiles (India)

"We find that the planning board is the most used feature at our facility since it enables us to quickly and accurately plan and re-plan processes, besides providing a fantastic bird's eye view of all orders simultaneously."

"We expected payback in 18 months time and we are on course to better that."

Krishna Kumar, Chief Executive Officer

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