

Seeds Intimate Apparel achieve 98% on time arrival of raw materials using Fast React

Leading intimate apparel manufacturer has reported huge improvements in performance including on time delivery and productivity

The Customer

Seeds Intimate Apparel, situated in the Brandix Apparel City in Vizag, India, is a joint venture combining four leading intimate apparel businesses; Brandix, Clover Group, Limited Brands and Brandot.

Supplying the Limited Brands leading lingerie brands VICTORIA'S SECRET and PINK, Seeds employs 1,400 sewing workers and produced more than 6 million pieces last year.

The Challenges

Seeds started production in July 2010, by early 2011 the business had grown and it was no longer possible to manage with excel spreadsheets so moving to a business system was essential.

Mr. Ganesh Subramanian, CEO, explains "Our management team debated what system we should start with; ERP, Planning or Shopfloor control. Our buyers core requirement is for speed to market so this dictated that we needed to have a tool to manage capacity, order flow and be both flexible and accurate when making decisions. This was a much higher priority than handling the basic task of order processing, accounts etc. so it made sound business sense for us to start with Fast React before ERP.

"Another plus was many of our top management had previous experience of both Fast React and numerous ERP implementations and they were of the opinion that Fast React could be implemented much more quickly. This would be a quick win and return on investment for us. It could give our users an easy exposure to systems in general while helping to set us up for an ERP implementation at a later stage."

The Solution

Seeds use the Evolve core modules; detailed sewing line planning board with integrated critical path/pre-production management and report designer.

Planning Manager, Mr. Mahesh Rathnayake stated "Once started, within 2 weeks our planner was able to do all the key activities via Evolve and did not need touch Excel again. After one month we were ready to present and roll out to our other relevant staff. We wanted to make sure the whole company used the Fast React solution and that they were working as a team, giving their commitment to do all their planning related activities on time.

"Fast React is really user friendly and has the flexibility to cater for user requirements."

The Benefits

Customer Care Manager, Ms. Renuka Subasinghe explains the results to date "Our speed and accuracy have been significantly enhanced, we are able to



Seeds Intimate Apparel

Key facts at a glance

Customer:
Seeds Intimate Apparel

Location:
India

Challenge:
To achieve better on time delivery (OTDP) with increased flexibility and shorter lead times

ROI:
Reduced lead times and increased OTDP from 80% to 98%



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confirm buyer orders within 24 hours and we have reduced last minute changes to the plan. Key T&A targets are driven and monitored in Fast React which means OTT (on time tracking). Before FR, target hit the 80% to 90% range, now we hit 95% to 98%. Materials now arrive on or before the target date and this has helped us to achieve 100% on time delivery for the past few months.

“Management is also more effective. The system is used daily for monitoring & making decisions in advance of any impact on deliveries as we have been able to take a lot of our old manual Excel management reports such as forward loading, plan vs actual, customer WIP reports and email these direct from Fast React.”

CEO, Mr. Ganesh Subramanian further explains the impact of T&A improvement on productivity “We have been working hard on all aspects of efficiency improvement and have made dramatic improvements. Planning and Fast React have been a key part of this success story. The improvement in T&A and our OTT has meant the lines can run smoothly with minimal style change allowing the IE and supervisors to focus on line balancing and best methods.”

The Conclusion

Mr. Ganesh Subramanian concludes “Right now we have started implementing WFX as our ERP system, once the material purchasing and inventory side is live we will be looking to move to the next level which we will be adding Fast React’s Material Supply and Demand module, interfaced with our WFX ERP system. This will give us much better control on Raw material, reduce dock to dock time and inventory levels. It will also further enhance our SPEED by having a plan and the visibility on Fast React through the whole process for own team, our customer and our suppliers.”

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Ms. Renuka Subasinghe
Customer Care Manager, Seeds Intimate Apparel

What our customers say...

Perform Group LLC USA

“Even though our current season bookings are up 30%, we haven’t shipped a single item late in over a quarter. Our performance is so good that we are starting a new guaranteed on-time or it’s free shipping program.”

John Misner
CEO

TATA Guatemala

“Since the implementation of Fast React, efficiency has measurably improved. We have reduced our lead times, and we have reduced work in progress by more than \$100,000 in 6 months. We have also virtually eradicated late deliveries.”

Rodrigo Toledo
Director

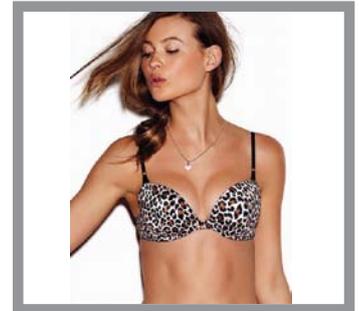
LT Karle India

“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



Evolve
efficient manufacturing for fashion



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