

MAS Active raises performance supported by Fast React planning

Top sportswear supplier MAS Active has achieved substantial performance and customer service improvements, helped by the Evolve planning solution from Fast React systems.

The Customer

Sri Lanka based MAS Active, the sports & leisurewear division of MAS Holdings is the fastest growing provider of competition sportswear and leisurewear in the region, supplying to key strategic business partners Nike, Columbia sportswear, Ralph Lauren plus other leading brands.

Embracing Change

Chief Operations Officer, Prasanna Jayasekera explains “As an established Fast React user, MAS Active has long realised the value of good planning. But when the business model changes, it is vital that a solution can grow and change with the business.

“The MAS Active business has changed; design and technical innovation, speed of response and flexibility are fundamental to maintaining competitive advantage in today’s sportswear marketplace. For some programs, lead times are now as short as 3 weeks from order to shipment.”

“The Fast React solution has supported our business change and, like us, the Fast React team follows a continuous improvement approach. In our case, embellishment was one part of the manufacturing process that needed particular attention; the Fast React team listened and developed a much improved solution.”

The Integration Process

The Evolve solution provides Division wide capacity management, order allocation and tracking, whilst also allowing each strategic business unit to plan and manage independently.

Significantly, the Evolve solution allowed the Active Division to make the move from style level to style/colour level planning, assisted by the interface to SAP, which provides full visibility of materials availability to meet the plan.

The 2 way interface with the SAP system also allows latest ex-factory dates from the plan to be communicated back to the wider business via the SAP system.

The Results

During the period since implementing Evolve, the business has been able to manage both significant growth and increased style complexity with no increase in planning headcount. By capitalising on the information that Fast React provides along with good business disciplines, the MAS Active team have:

- reduced the time taken to plan a full ‘buy’ from a major customer from 2 weeks to around 1 day
- reduced raw materials inventory by around 4 days and finished goods inventory by around 5 days



a Fast React product

Evolve
efficient manufacturing for fashion



Key facts at a glance

Customer:
MAS Active

Location:
Sri Lanka

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%



MAS Active raises performance supported by Fast React planning

- dramatically improved performance to plan (planned vs actual performance)
- increased factory productivity by several percentage points
- increased On Time Delivery Performance (OTDP%) from around 80% to more than 98%, at the same time as significantly reducing lead times
- reduced air freight costs

Shirendra Lawrence, Managing Director, commented “Evolve supports the business improvement process by providing visibility and coordination to minimise errors and highlights potential problems quickly, so that they can be immediately rectified before they become an issue.”

“The reports in Fast React are a major benefit and are used extensively both at planner level and for decision making at director level.”

“Evolve supports the business improvement process by providing visibility and coordination to minimise errors and highlight potential problems quickly, so that they can be immediately rectified before they become an issue.”

Shirendra Lawrence
Managing Director, MAS Active

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



a Fast React product

Evolve
efficient manufacturing for fashion

